

The News

1914

RED DEER, ALBERTA, DECEMBER 2nd, 1914.

1914

Tenth Anniversary Number

"RED DEER EXCELS"

THE war has no effect on Red Deer. Located in the famous mixed farming and dairying district of Central Alberta, Red Deer depends almost solely upon her own resources. Red Deer is a railway center, in the geographical center of the province midway between Calgary and Edmonton. The city is blessed with unexcelled water, sewer and electric systems. Schools and churches afford education, culture and refinement.

A PROCLAMATION

THE Tenth Anniversary Number of the Red Deer News is published for the purpose of proclaiming to the world the supremacy of Red Deer as the hub of the most prosperous mixed farming and dairying district in the province. We, the business men of Red Deer, call the attention of those afflicted by the European war, and the world at large, to the possibilities of this rich region, and extend a cordial invitation to all to come and share its advantages.



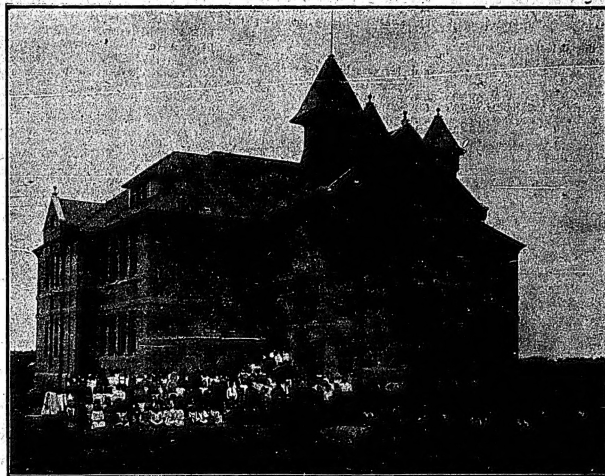
GAETZ PARK (One of Red Deer's Beauty Spots)

Red Deer

The Railway Hub of the Richest Mixed Farming and Dairying District of Alberta—The City with a Roseate Future.

Aristotle of Macedon, teacher of Alexander the Great, the greatest orator in the years before Christ, 300 years before the birth of the founder of Christianity solved the problem of civic greatness when he wrote:

"The land that will produce luscious fruits, beautiful flowers, useful cereals, will also produce a greater crop. It will produce men and women, because man is a partner of all he sees and hears and grows through what he does, and the victories over unkind Nature are his."



RED DEER'S PUBLIC SCHOOL

RED DEER, the hub of the most fertile and greatest mixed farming and dairying district of Alberta, the commercial trading point for a territory reaching hundreds of miles east and west and about 50 miles north and south, is today the leading city of its size in the Canadian west—this happy condition of affairs having been brought about through the progressiveness, enterprise, push and energy of the men and concerns that have made this city possible.

When the layman, the possible investor or the casual visitor considers the fact that the modern city of Red Deer, equipped with an unexcelled water, sewer, electric light and power as well as telephone system, with the finest streets in any city of its size in the entire west, dotted with luxurious homes, the home of the Presbyterian Ladies College, the largest Catholic convent of the province, the railway division point midway between Edmonton and Calgary and the distributing point for a large area, was not built in a day nor built upon a foundation of speculation, the growth and advancement of the region is amazing.

It has been but a few years ago since the present site of the city was two miles from the trading post and barracks of the Royal Northwest Mounted Police, up the Red Deer river. In these few years, wonders have been accomplished. The city has never had a boom. Its growth has been steady and healthy and because of this fact its beneficiaries,

merchants and business men in general are today listed among the stalwart citizens of the province whose citizenship and financial activities are assets to Red Deer and the tributary territory.

The rich coal fields to the west in the Brazeau district promise untold fortunes. They are yet in the infancy of development. The Canadian-Northern Brazeau runs from the Vegreville-Calgary branch south of Stettler, crosses the opposing road north of Red Deer and then strikes almost due west to the Rocky Mountain House on the Saskatchewan river. The line continues from there to the coal fields. As a division point on the Canadian Pacific midway between Calgary and Edmonton, Red Deer has gained fame. Stop-overs are allowed. The Alberta Central, uncompleted and constructed by John T. Moore and lately taken over by the Canadian Pacific is now running three trains weekly on its line to the Rocky Mountain House and the coal fields. Because of the fertility of the farming region between this city and the foothills on this line, the travel is heavy. Coal mined in these fields is of the best quality and is delivered in Red Deer at a reduced price. This fact alone assures the industrial growth of the city and district. The Canadian



MILLIONS IN RESOURCES

Red Deer's Tributary Territory is Rich in Minerals, Timber, Oil and Coal—Agricultural and Dairying Opportunities Are Unexcelled.

RAILWAY FACILITIES ASSURE GREATNESS

Red Deer's resources are rich. Unexplored oil and asphalt deposits on the Red Deer river, only one mile north-west of the city, promise industrial growth, heat and power. The Brazeau coal fields to the west, directly tributary to Red Deer, producing lignite coal of superior quality, portend a roseate future. Clay deposits have already proven their worth. Spruce, pine, tamarack, poplar and birch timber on the upper river supply a rapidly growing demand. Agricultural resources, dairy opportunities, stock growing facilities, a perfect climate and a progressive populace, complete "Red Deer's claim for future greatness."

Northern railway utilizes a great part of the coal mined for the propelling of their locomotives.

Several qualities and varieties of clay are found at Red Deer, on the edge of the city limits, the shale cropping weathers into a fine plastic clay which is used for the manufacture of unexcelled building and fire brick.

The Red Deer district is dotted with timbered tracts, poplar, spruce, tamarack and birch being the prevalent varieties. Red Deer has the largest sawmill between Calgary and Edmonton in the Great West Lumber Company's plant, which, when working regularly in season, employs 100 men in the city and a large number in the woods and drives on the Red Deer river.

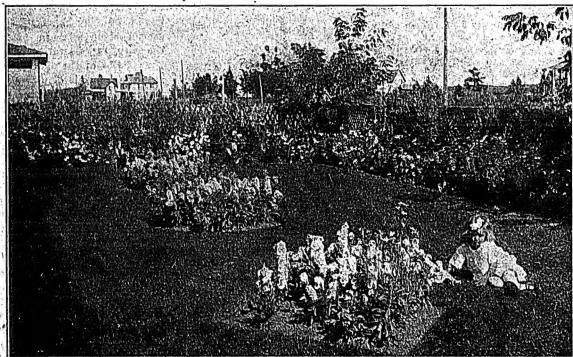
Sylvan Lake, 15 miles west, and Pine Lake, 25 miles southeast, on good roads, besides the scores of smaller lakes and sloughs afford splendid fishing and hunting, as well as boating and bathing facilities. Trout, pickerel, pike, perch and gold-eyes are the popular fish that delight the angler.

Red Deer is noted through the province for its beautiful homes and slightly residence locations overlooking the Red Deer river. The crest of the hill, the outskirts of the business district, the city limit line and

the slopes of the hills drooping to the valley in which the city is located are beautified by these comfortable and luxurious residences, the owners of which are the visionaries of Red Deer who have made possible the growth and advancement of the city.

Red Deer's park system comprises more than 75 acres, the pleasure and breathing spots being located in different portions of the city. Presided over by competent civic officials who are part and parcel of the municipality, Red Deer has won an enviable position in the future metropolitanism of the province.

The investor, the possible resident, the homeseeker will do well to consider these facts: Located in the valley of the Red Deer river, a mountain stream 400 miles long draining a district of more than 19,000,000 acres or about 16,000 square miles, much of which is still awaiting the soil tiller, the home of Rosalind of Old Basing, the champion dairy cow of Canada, the heart of the recognized Utopian dairying and mixed farming district of the Canadian West, the city of 3,500 people with the refinement, culture and business activity of a city of 10,000, the industrial centre midway between the two large centres of the southern and northern portions of Alberta—this is the city that bids you welcome and urges you to come and share its multitudinous advantages.



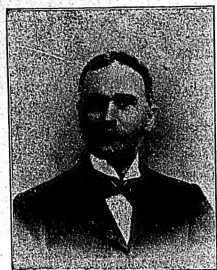
JOHN REID'S FLOWER GARDEN



WHEAT GROWING SCENE IN THE RED DEER DISTRICT

THE RED DEER IRON WORKS

Progressive Industry, Which Has Handled Heavy Work For Big Corporations Operating Near Red Deer.



J. W. BROUGHTON

Red Deer Iron Works, of which Mr. J. W. Broughton and Sons, C. R. and W. H. Broughton, are the moving forces.

Today this industry ranks among the leaders of the entire province, the workshops of Calgary and Edmonton being no more capable of turning out iron and steel work, bridge materials and boiler work than the Red Deer Iron Works.

More than eight years ago Mr. Broughton sensed the possibilities of the Red Deer district and opened

his machine shop and foundry on a small scale. An expert mechanic, his work soon gathered recognition, and it was a short time until enlargements were necessary. Then it was that the Broughton works began landing large contracts for bridge work and other steel and iron contracts of magnitude throughout the entire district.

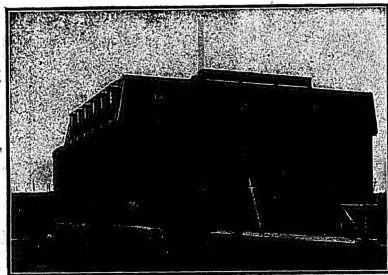
When the layman considers the fact that the Red Deer Iron Works has successfully completed heavy contracts for the Grand Trunk Pacific, the Alberta Central, of which Red Deer is the terminus, Galt and Jackson, and other railway contractors, as well as casting contracts of importance for large corporations of the province of Alberta and the west, the magnitude of the Broughton works may be grasped. Today the plant and its work is known throughout the province, and that the work turned out is superior is attested by the constantly increasing number of orders pouring in upon them.

The company make a specialty of shaft turning, wheel boring, pipe cutting to any size and number, and the kind of machinery promptly, the workmanship being guaranteed satisfactory.

During the years Mr. Broughton and his sons have been factors in the industrial growth of this region they have won a prominent place for themselves among leading business men. Their works have been their recommendation, and the people of the Red Deer vicinity have not been slow to recognize and reciprocate.

THE WINDSOR HOTEL

Modern Hostelry, Conducted by Stephen Wilson, Patronized by Scores of Travellers and City Residents



THE WINDSOR HOTEL (Stephen Wilson, Proprietor)

Hotel accommodations, that bode that confronts the traveller or visitor to a strange community, are of the best in Red Deer because of the enterprise and progressive methods of such men of commercial fame as Stephen Wilson, the veteran proprietor of the well known Windsor Hotel.

Centrally located, only a stone's throw from the Canadian Pacific station, yet away from the noise and the din of the bustling business district, the Windsor is the magnet which draws an increasing patronage from among all the visitors to Red Deer, as well as residents of the city and district.

The three-story brick block is arranged with a view to the comforts of the guests. Mr. Wilson has recently redecorated and renovated the entire hotel, all the rooms being tinted in soothing colors that lend

refinement. Equipped with modern conveniences, spotless linen, comfortable beds, surroundings clean and sanitary in every respect, the rooms have gained a name for their attractions.

The bar is well stocked with fancy and staple brands of liquors and cigars, and because of the class of people to which the Windsor caters, there is seldom a sound of difficulties in the buffet or lounging room. The rounds of the hotel, like its other departments, has been renewed and beautified.

Mr. Wilson is one of the pioneer hotel men of the province, for six years prior to 1900 being owner of the Alberta Hotel of this city, now closed. His interests are many, and at the present time he is the owner of rich farm tracts near this city and Ponoka. His aid and influence as a progressive citizen are daily felt.

THE DAY HARDWARE COMPANY

Red Deer's Progressive Hardware Store, Headed by J. F. Day and His Capable Son, Victor.



Interior View of the Day Hardware Company's Modern Store

The gauge of an individual or company's importance in relation to the public is best shown in their things he or they have done for the good of the community in which they operate. There are men who, while creating wealth for themselves, create it for others, some direct and others through the development of communities where brains and energies may be expended to good purpose. Growth of a community, then, largely depends upon the ability of its commercial institutions to keep pace with its advancement, to foster the confidence and esteem of the people through handling goods of quality, and to aid in shouldering the burdens of that municipality.

When Mr. J. F. Day and his son, S. Victor Day, took over the hardware business which now bears the name Day Hardware Company, Red Deer was given an establishment of which the city is justly proud. Headed by men of proven worth who have carved a niche for themselves in the region built up by strong men, this business has grown by leaps and bounds during the three

years it has been under its present management.

Established in 1898 by Piper and Company, a sound foundation for its growth was laid by this pioneer. When it passed into the hands of the Days new life and energy were injected, the stock was rearranged, new staple lines were added, and the business placed on a metropolitan basis. Everything in hardware from the shingle nail to a huge range, furnace or bathtub, is carried in stock. Whether it be the best of tools, farm equipment, paints, stoves and ranges, tin-smithing, or any other of the thousand things that enter into the stock of the modern hardware store, it will be found in the spacious establishment of the Day Hardware Company. A plumbing and tin-smithing department is operated in connection, this department being presided over by trained experts.

When the layman considers the fact that this store has a floor space of more than 5,000 square feet, and that every available foot is required to carry the complete stock, the magnitude of the business may be surmised.

Mr. J. F. Day, the senior member of the firm, is one of the men who have made Red Deer possible. On the retirement of W. E. Lord as President of the Exhibition Association, Mr. Day was this year elected President, and it was largely through his efforts that the Red Deer exhibition has been listed as the third largest fair in the province today, being held only by Edmonton and Calgary. The greater portion of his time is devoted to the improvement of his beautiful farm of 1,000 acres, ten miles south of the city.

Manager S. Victor Day, who has direct charge of the hardware business, is known as one of the progressive business men of Red Deer. Four years ago he came to the city from Medicine Hat, and has taken an active interest in every movement looking toward the betterment of Red Deer and the fertile tributary district. Both he and his father are staunch Conservatives and stalwart business men. It has been through the activities of this type of man that Red Deer has been enabled to attain her present prominent, prosperous position.



Red Deer's Hospital

N. White

Auctioneer and Farmer, Enterprising Citizen and Progressive Advocate of Civic Improvement.

Red Deer has her verbal boosters and those who see great possibilities in the future, and have big ideas, but fail to put them into execution. Strides made by Red Deer during the last several years have been made possible by men who have stepped out in front, and have consistently and persistently striven to promote the welfare of their city, their businesses and their fellow men.

Such a man is Mr. N. White, the auctioneer of Red Deer; a man whose years spent in the city have been devoted to unselfish interests and activities for the betterment and advancement of the cause of the city. His work as an auctioneer throughout the territory tributary to Red Deer has been of such a character as to place his services in constant demand at the many sales of city and farm residents.

Through his straightforward salesmanship at every auction over which he has presided, Mr. White has gained a name for square-deal transactions, and the securing of the highest possible price for the goods placed on the block, as well as giving satisfaction to the purchaser.

For several years before casting his lot with the city of Red Deer, Mr. White was interested in farming in the Lacombe district, owning a large, valuable tract of land just west of that city. His practical experience on the farm has eminently fitted him for the handling of farm products, machinery and stock at auction sales.

In connection with his auctioneering, Mr. White conducts a second hand store on Gusts Avenue North, where he has regular sales of articles brought to him from the region. Household articles in the best of repair, small farm machinery, and other articles may be found at this establishment.

During the years Mr. White has been affiliated with the growth of the Red Deer district he has been one of the most careful, consistent and conscientious boosters for this city and its surrounding territory. His citizenship has accomplished much in Red Deer's march toward metropolitanism.

R. B. WELLIVER

Real Estate and Insurance Dealer, Who Has Been Instrumental in Bringing Many Settlers to Red Deer.

Red Deer has its verbal boosters, and those who see great possibilities in the future, and have big ideas, but fail to put them into execution. It has been the men who mapped out a course of action, placed energy and faith and business foresight behind it, and pressed it to successful fruition, who have been the prime movers of the city and province. There is no doubt of such men in Alberta, but there are those who have stepped out in front and become local leaders of their fellowmen in the march toward prosperity and a greater city and province.

Such a man is R. B. Welliver, one of Red Deer's leading real estate and insurance dealers, former Mayor and Alderman, premier booster, progressive citizen and alert exponent of the square deal business policy. It may be truthfully said that during the fourteen years Mr. Welliver has been an enterprising resident of Red Deer that the disinterested customer, whether it be in the real estate or mercantile business, has yet to appear to complain of losses incurred through following the sound advice of Mr. Welliver. Eight years ago he established the real estate business which bears his name, being engaged in the merchandise business before that time. Because of his well selected manner of transacting business, his holding aloof from the promotion of anything but the subdivision property, his dealing strictly in business locations and inside residential sites, he has emerged from the preliminary days of the Canadian West without a blemish. Lots and commercial sites handled by Mr. Welliver are today the sites of substantial business houses and handsome residences.

Through his activity scores of settlers have been brought to the district tributary to Red Deer, these

farmers making the city their trading centre.

As a leading factor in the councils of the Liberal party of the district and province, Mr. Welliver has demonstrated his foresight and business as well as executive ability. That he has an exceptional following throughout the Red Deer constituency



R. B. WELLIVER

election was demonstrated at the last election, when he opposed the Conservative leader, E. Meheener, and gave him the closest race since his election to the provincial parliament. Mr. Welliver losing only by a few votes. He is also President of the Red Deer Liberal Association, and his advice is welcomed in affairs of constructive politics. As Councillor and as Mayor, as member of the Board of Trade, executive, as business man, as Liberal leader, and as the progressive citizen that he is, Mr. Welliver has been a potent factor in the development of Red Deer.

CUSHING BROS. CO., LTD.

Lumber Dealers Who Have Aided in the Development and Upbuilding of Red Deer and Vicinity



RED DEER HOME OF CUSHING BROTHERS CO.

Materials at hand govern the speed and quality of the growth and upbuilding of a community. When Red Deer began to make its first strides from the village stage, and to enter upon the greater work and standard of the thriving city, it was impossible to secure materials to keep pace with the demand. Farmers, contractors and builders were forced to send rush orders to larger centres for lumber, building materials and other things, and enter the construction of a comfortable home or modern business block. Delays were numerous. These delays proved not only annoying, but costly, because of the loss of time and opportunity.

This state of affairs was changed with the entrance into the field of the Cushing Brothers Company, of Calgary and Edmonton, ten years ago. The Cushing Brothers Company is known as one of the largest lumber dealers and manufacturers in the Canadian West, and operates factories at Calgary, Edmonton, Saskatoon and Regina, with distributing yards scattered throughout the western provinces in the larger distributing centres. Windows, doors, mouldings, office fixtures, and all lumber products

manufactured by the Cushing Brothers has gained a name for the firm because of the extra quality of material used. During the years the firm has been under the guidance of the sound business principles laid down by its President, Hon. W. H. Cushing, of Calgary, it has made remarkable strides. Its business is daily growing throughout the west, and it has become an axiom among contractors that when the builder thinks "lumber" he thinks "Cushing."

The Red Deer yards of the company are complete in every detail, ample sheds covering the greater part of the stock and protecting the more valuable materials. A two-story brick office has been erected for the sole use of the company on Gusts Avenue.

By the years Manager K. M. Byers has been affiliated with Cushing Brothers, as head of the Red Deer branch, he has been instrumental in bolstering the local business to such an extent that an increasing clientele of patrons is purchasing lumber and building supplies, lime, cement, brick and other articles from this firm. He has taken an active part in measures devoted to the advancement of the cause of Red Deer.

J. A. Jarvis

Dealer in Implements, Harness, Wagons, and Farm Produce, Who Has Done Much to Aid Red Deer's Development.

Harvests of dollars gleaned by the farmers on whom rests the progress and prosperity of Red Deer are directly dependent upon the ability of the soil tiller properly to till and cultivate the farm and upon his utilization of the opportunities offered in the improved farming implements placed on the market by manufacturers of merit.

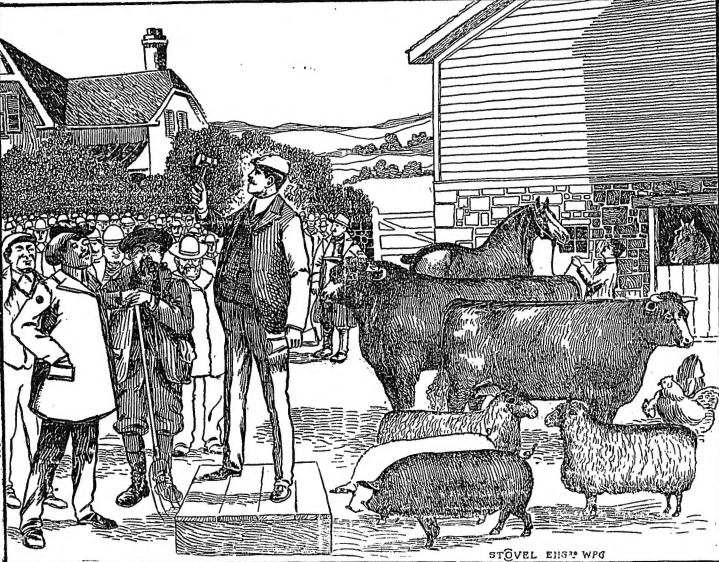
During the days when the Red Deer district was in its infancy, when the soil surrounding this prosperous city was being broken by experienced farmers well versed in the ethics of the successful rancher, it was at times impossible to secure the necessary implements with which to properly prepare the soil for the sowing or the grain for threshing.

This situation has been changed through the entrance into the field

of men of the type of J. A. Jarvis, one of the leading dealers in farm produce and farming implements in the Red Deer region. For years Mr. Jarvis has been interested in farming in its many branches and is considered an expert in his line. As the city representative of many of the farmers of the district he has gained a clientele of patrons of magnitude and is daily placing their products to best advantage and securing the highest market prices.

Mr. Jarvis has the sole agency for the John Deere implements, the plows, cultivators, wagons, demersals and other necessary machinery and vehicles and through his wide acquaintance in the district has been instrumental in placing scores of them among the farmers. Hay and potatoes are the specialty of Mr. Jarvis at the present time. He is also purchasing a large quantity of oats and shipping to stricken farmers in other portions of the Canadian west.

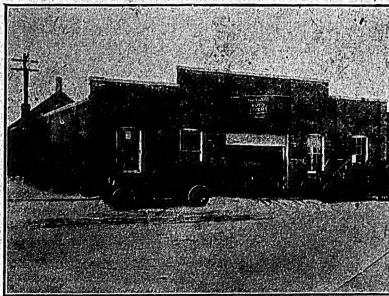
It has been men of the enterprising type of Mr. Jarvis, who have not been afraid of work, who are today the pillars of the municipal structure,



N. WHITE, RED DEER'S AUCTIONEER

THE MECHANICAL GARAGE

H. L. Rose and L. F. Page, Proprietors. Fireproof Structure, Owned and Operated by Expert Mechanics—Red Deer's Leader in its Line.



The Mechanical Garage.

When the automobile brushed aside the horse-drawn vehicle in the march toward the higher civilization, speed and comfort, the demand for the accommodations for these machines and the demand for automobiles of proven worth was created. With the passing of the years these demands are becoming more pronounced, the discriminating driver demanding quality in his car as well as the modern garage in which to store it.

Red Deer, recognized as the most progressive city of its size in Alberta, in keeping pace with the strides of the Canadian west, has been the field chosen for the operation of one of the most modern garages and automobile showrooms in the province—that of the Mechanical Garage on Second Street South, of which Mr. H. L. Rose is the managing partner.

When this garage, with a floor space of nearly 5,000 square feet, was erected several years ago the demand of automobile owners for a generally located garage, equipped with all the modern conveniences, and manned by expert mechanics familiar with every part of the automobile, was filled and automobile owners throughout the district have not been hesitant in recognizing the value of the Mechanical Garage and the qualifications of employees to care for, and repair every and any automobile.

Patented with modern machinery, the Mechanical Garage is qualified to make the best of repairs and manufacture new parts if necessary. Tire vulcanizing is one of the specialties of Mr. Rose and his associates, and so popular has this branch of the work become that tires are today shipped to the Mechanical Garage from all parts of the Red Deer district.

Supplies of all sorts for automobiles are carried in stock. Mr. Rose being conversant with every part and parcel of the best known and most popular automobiles.

When the Alberta Garage was purchased by the Mechanical Garage Company on June 25th, 1913, and Mr. Rose took charge of the management a new era was marked for the automobile owners of Red Deer. As the leading garage of the city and district, brought to its present high standard by the incessant endeavors of Mr. Rose and his associates, the Mechanical Garage leads in Red Deer. Open day and night.

HEWSON & SONS

Wood and Coal Dealers, Draying and Team Work—Substantial Business Men Head Company.



One of the Coal Sheds of Hewson & Sons.

Red Deer's unusual development during the last several eventful years has been directly due to the strenuous business efforts and conscientious work of firms of the type of W. Hewson & Sons, the leading coal and wood dealers of the city, and draymen who head a livery and feed business that is a credit to the city and its tributary territory.

Through the work of these business men, the teams and wagons which have hauled materials for the construction of the larger number of residences and business blocks of the city, have been supplied, and it has been directly due to their efforts that this business has grown by leaps and bounds until it is today the leader in its line in Red Deer.

More than nine years ago, when Red Deer's later history was in the making, the business was established by Mr. W. Hewson and his two capable sons, Cecil and Benjamin. Founded on the solid rock of straightforward, upright business dealings, the company has gathered a clientele of patrons that is the envy of competitors.

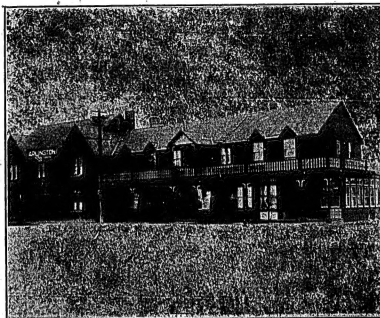
The feed stable owned by the company has a capacity of about 50 horses and is one of the most modern sanitary stables in the entire district. Here are stabled the heavy horses used in the tanning of wood, gravel, building materials and other articles placed in the care of Mr. Hewson and his sons. Perhaps the largest gravel and sand hauling contracts let in Red Deer have fallen to the lot of Hewson & Sons because of their ability to do the work properly at the lowest cost to the contractor or the builder. Gravel for the miles of cement sidewalk constructed during the last several years has been hauled from the pits by Hewson teams and wagons. The services of a dozen capable men is required to handle the growing business of the company. Much of the wood hauled by the company is cut on timbered land owned by Hewson & Sons. The firm makes a specialty of Nevil coal, Saunders Creek coal, Garfield and McGillivray Creek Steam coal, this fuel being delivered to patrons at the lowest possible cost.

THE ARLINGTON HOTEL

First impressions of a city gained by the visitor or intending investor are in most cases the impressions immediately impressed on his memory.

When the investor planning purchases in Red Deer and vicinity, steps from the Canadian Pacific train he is immediately greeted by the sight of one of the coziest, comfortable hotels in central Alberta—the Arlington. Its attractive style of architecture, its English-style drop which, in appearance alone, signifies comfort within—its long front on the one street facing the depot—these are but exterior particulars of the comforts and accommodations awaiting the travel-stained visitor. These comforts are made possible through the good fellowship and efforts to please of Messrs. Charter and Orton, the joint proprietors of the hotel.

W. A. Charter and Orton took over the leading hotel of the city, they immediately began re-organizing the building and revising the mode of doing business. The result of their endeavor to please the discriminating patron is well known to the commercial travellers and others, who make the Arlington their home when in Red Deer. The work has resulted in placing the Arlington in the leadership for the best supremacy of Central Alberta, and has been directly responsible for the bringing of many permanent settlers to the Red Deer district.



The Arlington Hotel, Charter & Orton.

P. E. KENT & COMPANY

Enterprising Concern, Headed by the Reeve of North Red Deer, Making a Specialty of Painting and Decorating

Red Deer has received merited recognition throughout the Canadian West as the city of comfortable homes and thrifty merchants and business men. This recognition has been made possible through the work of such enterprising companies as that headed by P. E. Kent, Reeve of North Red Deer, and one of the most progressive business men of the district. As painter and decorator, dealer in all papers and picture mouldings, Mr. Kent is a leader in his line. He has a keen eye for decorative ability that many of the homes of Red Deer and its surrounding district let into the beauty spots of the city.

Transition of the village to the city stage has brought the increased demands for the finer things and have entered into life, the beautifying of the rough spots of the pioneer times, which during early days were allowed to go in a haphazard manner. When Mr. Kent entered business in North Red Deer he brought to the city his years of experience and rare ability to carry through any task.

P. E. KENT
Reeve of North Red Deer

no matter how difficult, in the painting and decorating line, and has consistently held to his position of

C. B. SCHULZ

The Gaetz Avenue Harness Man, Whose Stock is Complete, And Who Handles Only Goods of Superiority.



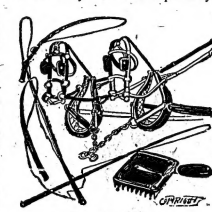
Light Harness at Schulz.

On the ability of a growing community to supply the goods to fill the demands of its cosmopolitan population, depends the growth and advancement of that region. When Red Deer was a struggling village, before the advent of the thrifty business men who have since established enterprises that have made of Red Deer a commercial centre, its growth was hampered by the necessary articles needed to aid in the improvement of the soil and the ability of the populace to secure the building up of businesses of prominence. The farmer was forced to undergo long and expensive delays awaiting the arrival of a shipment

of goods ordered from a larger city. His equipment was small at that time and repairs, such as those of leather goods, were demanded immediately. His makeshift harnesses later gave way to the strong, reliable harness of the modern day. With the increasing of the responsibility he required other equipment for his horses that he might till his soil and haul his logs to market in a more modern manner. The hide thong was shoved aside by the harness manufactured by an expert, built for wear.

It has been to such businesses as that of C. B. Schulz, the Gaetz Avenue harness man, that Red Deer owes much for aiding the farmer in his strides towards prosperity. From a small beginning Mr. Schulz has built up a patronage of prominence, his customers being numbered among the big farmers residing for miles around Red Deer. His business is not confined solely to the farmer, many team owners and other residents of the city patronizing him because of the knowledge and assurance that they are buying good goods at a reasonable price. The further assurance that all goods and all work turned out by Mr. Schulz is guaranteed has taken a firm grip on the trade.

His stock of saddles, harnesses,



Schulz Sells Harness.

ropes, trunks and bags, and all manner of leather goods is complete. In addition to the leather articles he carries a full stock of stock food and poultry tonics, Dr. Hesse's stock foods being made a specialty.

The shop is equipped with the latest modern machinery for the manufacturing and repairing of all sorts of leather goods. Electricity is the motive power. Through his businesslike methods, and determination to dispense only goods of superiority, Mr. Schulz has built up a growing patronage and won a place of high esteem in the Red Deer community.

A. CLUTTERBUCK

Progressive Coal and Wood Dealer, Specialist in Draying and Carting and a Cattle Benefactor.



One of A. Clutterbuck's Teams.

on the financial side.

One of the best known examples of man whose policies and methods are diametrically opposed to this class of business is Mr. A. Clutterbuck, today one of the best known business men of the entire region tributary to Red Deer. When Mr. Clutterbuck took over the business of Wm. Speirs, about a year ago, he revised the systems of doing business, added stronger financial resources and departments, extended the scope of the business, and placed it in the forefront in Red Deer, and again demonstrated his real worth to the

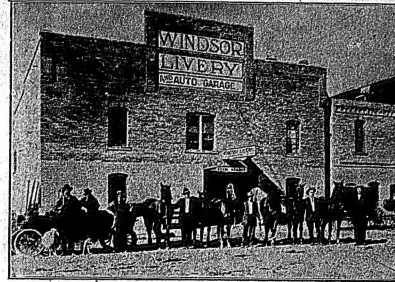
community. Red Deer residents have not been slow to recognize and reward his enterprises.

Mr. Clutterbuck is today the head of a thriving cartage, coal and wood business, the volume of which is daily growing.

His common sense manner of doing business, his handling of goods of recognized superiority, and the confidence and esteem in which he is held in the Red Deer region, have placed the name of A. Clutterbuck high in the list of Red Deer's business men.

WINDSOR LIVERY & GARAGE

Modern Structure, Fitted With Up-to-date Equipment and Accommodation—Owned by J. Cruickshank.



The Windsor Livery & Auto Garage.

These days of hurry, hustle, quick connections and long trips by team and automobile have brought about a crying demand in towns of the importance of Red Deer for the modern up-to-date livery and auto garage—a place where the traveller is assured he may secure a splendid team or an automobile for journeys into the surrounding territory at any hour of the day or night.

This demand has been filled by the establishing of the Windsor Livery and Auto Garage, by Mr. J. Cruickshank, one of the progressive business men of the city. Because of the strategic location of Red Deer as a distributing centre, flanked by smaller towns and growing communities not located on a railway line, it is necessary for commercial travellers and other business men to make these drives across country. When they are assured that they may secure team or car of the best—making travelling a comfort—the rough edges are removed from the drive. This has been accomplished through

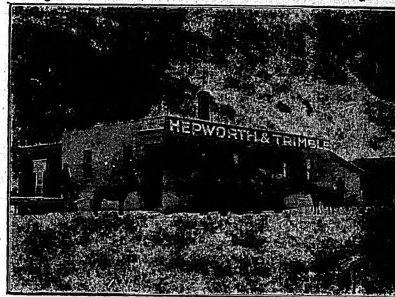
the work of Mr. Cruickshank and his associates in the Windsor Livery. One of the most modern barns and garages in the entire Red Deer region has been selected for the use of the Windsor Livery. Two-story brick building, having every convenience, houses the lively horses, the vehicles and the automobiles left in care of the garage. It is as nearly fire proof as possible, and every precaution is taken against damage by flames.

Care is taken in the selection of the feed for the livery and boarding horses, the hay and oats, as well as other feeds, being free from any substance that might cause illness.

Located near the Canadian Pacific depot, adjoining the well known Windsor Hotel, the Windsor Livery is within easy call of all desiring quick and comfortable transportation to country towns. Only the most capable and courteous drivers are employed by Mr. Cruickshank, and the double and single rigs are kept in the best of condition.

HEPWORTH & TRIMBLE

Enterprising Dealers in Hay, Feed, Flour, Milk and Cream—The Friends of the Red Deer Farmers.



Hepworth & Trimble's Modern Plant.

Red Deer's remarkable development during the last several remarkable years has been strictly due to the effort and steadfast endeavors of the men who have striven to aid the farmer and make soil tilling and stock raising, with the consequent harvest of dollars, easier for the settler. When Red Deer was in the formative stages it was necessary to lay the foundation of her greatness of the future by establishing businesses of merit—the most important of which were those which provided a market for the produce of the farmer. When Hepworth & Trimble entered into business in Red Deer, establishing the cream station and flour and feed market that today bears their name, they aided the city in taking a step forward by opening to the farmer a market for the products of his farm and barnyard.

When the Laurentine Milk Company ceased operations in Red Deer, the business was again taken up by Messrs. Hepworth and Trimble, and is now being conducted under the policies which have gained renown for its owners.

Because of the fact that the highest price is regularly paid for milk

and cream, butter and eggs, the Hepworth and Trimble plant is largely patronized by farmers of the entire Red Deer district. As a cream shipping station this plant has far outgrown its character in the region.

Flour of the better brands manufactured at the milling centres of the Canadian West are handled by Hepworth and Trimble, and dispensed to patrons in the city and surrounding territory.

The plant of Hepworth and Trimble is in itself one of the most complete of its kind in the vicinity, the brick building and its smokestack being one of the industrial features of the central portion of Red Deer.

Commercial cares and business affairs have not been allowed to hinder the proprietors of the plant from taking a keen interest in movements of merit destined to be of ultimate good to the city. But are men students of industrial affairs, and are not hesitant in rolling up their sleeves, placing their shoulders to the wheel and doing everything in their power for the advancement of the cause of the city selected as their future home.

THE ALBERTA MEAT MARKET

Wholesale and Retail Meat Dealers, Who Have Built Up a Thriving Business in the Red Deer District.

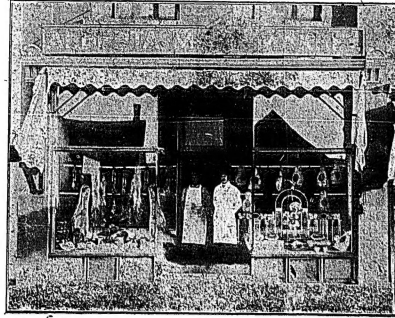
Transition of Red Deer from the hamlet to the city stage has brought in its wake the demand for the better things, the conveniences and improved ways of the thrifty, enterprising city. The country grocery has passed into history. The careless, shiftless butcher, who slaughtered his meats in any manner that proved easiest, has been shoved aside and his place has been taken by the modern meat dealer, who observes every care, looking to absolute sanitary conditions.

Red Deer is fortunate in having a market of the type of the Alberta Meat Market, conducted by Wilson & Teasdale—a leader in its line in the region surrounding the city. When this business was established a few years ago by these careful, up-to-date butchers, they determined to make their market the cleanest,

most attractive and most popular in the city, and through their steadfast endeavor and untiring efforts the results have been gained.

Both Mr. Wilson and Mr. Teasdale have devoted years to the study of the meat business, and their ability and experience is daily building up a large clientele of patrons. These purchasers are not confined to Red Deer alone, but many of them are farmers who do their trading in Red Deer, sell their butter, eggs and poultry to Wilson & Teasdale, and then purchase their meats, lards, hams and bacon from this firm that pays them on the top prices for their produce.

It is to men and businesses of the type of Wilson & Teasdale that Red Deer directly owes her advancement during the last several years. They have provided a market for the produce of the farmer, and have made this city a trading centre of note.



Alberta Meat Market, Wilson & Teasdale.

MICHENER, CARSCALLEN & CO.

Pioneer Realty Concern of Red Deer, Headed by Men of Prominence, Who Are Tireless Workers For City.



MAYOR S. N. CARSCALLEN

Whenever enterprises of magnitude are launched, there are always standing out in front of their fellow men upon whom the mantle of leadership falls. These leaderships, be they business or political, social or educational, go to the men who by evidence of ability convey to their admirers the evidence of their fitness. Red Deer's remarkable development during the last several years has been strictly due to the fact that the stalwart leaders of her progressive army have been eminently fitted for the leadership and guidance of the townspeople as well as the intending investor.

It has been through the activities of such men as head the Michener, Carscallen Company that Red Deer's advancement has been made possible. Nearly twelve years ago Mr. E. Michener, M.P.P., and S. N. Carscallen, today the mayor of Red Deer, pioneered the way in the real estate and insurance business in Red Deer, and established the company which still bears their names, and which is recognized throughout the city and province as the leader in its line in this entire district.

Four years ago Messrs. Michener & Carscallen were joined by Mr. W. E. Chadsey, a man of long and established record in the field of insurance.

THE RED DEER BAKERY

Up-to-date Establishment, Supplying Red Deer Homes With Wholesome Breads and Pastries.



C. W. HAMILTON

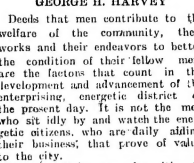
Materially adopted, and it has been because of the wholesome nature of the foods prepared, and the cleanliness of surroundings where they are prepared, that the popularity of the Red Deer Bakery has gained lasting favor in the city and its tributary territory. The business is now under the management of Mr. Hamilton's capable son.

Because of the popularity of the Hamilton products the business has enjoyed a steady healthy growth, and today baskets of bread and pastries are being regularly consigned to the smaller towns north, south and west of the city on the lines of the Canadian Pacific Railway. These shipments fill the demand of a growing patronage for the best of bread and the purest of pastry and other bakery products.

Machinery of the most modern bread-making type has been installed, and the possibility of contamination through unclean surroundings is completely eliminated.

In connection with the bakery business, an attractive soda fountain has been installed, making the store the cool spot of the summer months for the discerning Red Deer customer. Candies and confections form another part of the business. Popularity of these goods and the Hamilton reputation of doing business assures a continuation of the increase of patronage.

Manager Hamilton, who for years has been the right hand of his father, has injected new energy into the business, and in his characteristic manner has increased the scope, enlarged the district and created a new field for the products of the Red Deer Bakery—one of the most prosperous institutions in the city.



GEORGE H. HARVEY

Deeds that men contribute to the welfare of the community, their works and their endeavors to better the condition of their fellow men, are the factors that count in the development and advancement of the enterprising, energetic district of the present day. It is not the men who sit idly by and watch the energetic citizens, who are daily adding their business, that prove of value to the city.

Because of the unusual position in which the Canadian West was placed during the pioneer days that are now passing, the bulk of the burden of improvement of the region and its upbuilding fell on the shoulders of men of the type of George H. Harvey, formerly of Springfield & Harvey, combined with brains, brain, combined with brawn, were necessary to reach the results demanded. During the years Mr. Harvey has been a responsible factor in this district he has more than demonstrated his ability to share his portion of the municipal as well as provincial burden, and to aid in every manner possible to bring about the Greater Red Deer. When Mr. Harvey took over the blacksmith shop of Mr. Hastings, at Galt Avenue North, well known as the old Peat stand, and one of the pioneer shops of the city, and in fact, the entire region, he again resumed his active place among the business men of the Red Deer region. As a member of the firm of Springfield & Harvey he has been a great benefactor of patrons throughout the district through his ability to turn out work of superiority, promptly and in the manner desired by the patron. These patrons are now the bulk of his business at the pioneer shop.

Veterinary Surgeon and Large Property Owner, Who Has Done Much in Building Up Red Deer.



JAMES A. MCCREIGHT, V.S.

Red Deer's history has been built upon the works of the men and women who have stood steadfastly true to the cause of the city through thick and thin, through reverses and prosperity, and today form the bulk of the municipal structure. To transform the hamlet to the present fertile fields, and recognized throughout the Canadian West as the trading centre of the rich and fertile district of the province, has been no easy task. This result has been

achieved only after strenuous endeavors on the part of such stalwart citizens as Mr. and Mrs. J. A. McCreight.

As a veterinary surgeon of note, Dr. McCreight ranks high throughout the territory tributary to Red Deer, his services being demanded by dairymen, stock-growers, livestock men and farmers for miles around. Dr. McCreight has just imported, the "Husky" brand "Kink" Opelika, and intends to keep him in the Red Deer district.

This imported station, aged four years, has taken prize in both Calgary and Edmonton. Dr. McCreight's work has been instrumental in saving as well as bettering the quality of stock in the Red Deer district.

Mrs. McCreight, proprietress of the Arlington Hotel building, and for years its active manager, is one of the best known philanthropic women of the city. As a business woman she has few equals, her successful management of the Arlington Hotel and other business interests demonstrating her ability. The hotel business has recently been leased to

Through the civic pride of Mr. and Mrs. McCreight, Red Deer was given another brick building, the store structure just west of the Hotel, now occupied by the wholesale and retail liquor business of Mr. H. R. Arnold.

The home of Mr. and Mrs. McCreight, on Fifth Street, is one of the show places of the city. Sur-

THE CASH MEAT MARKET

Leading Establishment, Headed by G. W. Ball, That Has Been a Factor in Developing Red Deer and District.



G. W. BALL

Purity and cleanliness, as well as perfect sanitation, have come to be premier demands of discriminating patrons of the modern store, meat market, grocery or other mercantile institution. Food products, the taint of unclean surroundings, meat markets headed by shiftless proprietors, groceries allowing perishable goods to be exposed to the ravages of insect pests—all these institutions are daily passing into disfavor and disgrace because of modern education.

When Mr. G. W. Ball, one of the best known cattle buyers, butchers and ranchers in the province, opened the Cash Meat Market in this city, 12 years ago, he determined upon the policy of dispensing meats to patrons in a manner satisfying both customer and butcher. His ham, bacon, lard, beef and poultry are raised and prepared for the consumer on his own farm and on his own plant. Purity and quality are assured, and the consumer derives the benefit of the competition with the packing plant. The purity of these products, and the knowledge of the fact that they are prepared under absolute sanitary conditions, go far toward the success of Mr. Ball. For two years he was associated with packing plant interests in the Ok-

Mr. Ball buys only the cattle and hogs in prime condition for the use of his many patrons. These animals are killed under sanitary conditions, not a portion of the carcass being allowed to come in contact with any contaminating influence. All danger of the meat being touched by flies or dust is eliminated by the care taken by the butchers, who appreciate the demand of their employer for purity.

Whether it be chickens, geese, ducks, butter, eggs, pork, mutton, lard, beef, veal, or any of the other products found in an up-to-date butcher shop, the store of Mr. Ball carries a full stock. Because of his ability to buy direct from the farmer and butcher, the products handled by Mr. Ball at the Cash Market are always fresh.

During the years he has been affiliated with the growth and development of Red Deer and the surrounding district, after coming to this region from Nova Scotia, he has taken on a prominent part in progressive affairs. When he inaugurated the cash system, five years ago, he instituted a system that has saved dollars for his patrons, besides enabling him to give them a better service and dispense better products. His citizenship is a valuable asset to Red Deer and its tributary territory.

G. E. FLEMING

Photographer, Expert Commercial Artist and Portrait Maker, Whose Work Has Done Much to Advertise Red Deer.

Red Deer demands work which breathes personality and individuality. When Mr. G. E. Fleming established the studio in Red Deer, more than three years ago, he brought to the people that expert touch in the photographic art which he had been perfecting for so long, and so thorough in his work, and so painstaking in his efforts with every task, that his business has enjoyed the steady growth which has placed it in the lead in the Red Deer district today.

A single visit to the complete, cozy studio of Mr. Fleming serves to convince the layman of the quality of his work. Character lines, brought out in every portrait in such a manner as to make the subject virtually perfect, stand out on the picture in a shiftless manner, is no longer cherished. The modern day resident

much. In his collection of pictures are found the likenesses of hundreds of men and women who are leaders in the city and other commercial centers in the tributary territory. Mr. Fleming makes a specialty of photographing women and children, the portraits of the little tots in all manner of poses, being one of the interesting features of his work. Prices are reasonable and the work far above that turned out by little photographers whose charge is several times the amount. The price is forgotten long before the photograph leaves the studio, the superior quality of the work impressing the purchaser with its reasonableness.

The splendid photographs, both commercial and portrait, appearing in the Tenth Anniversary Number of The News, were taken by photographer G. E. Fleming.

THE W. E. LORD CO., LIMITED

Largest Store in Red Deer, Headed by W. E. Lord.

Faith in one's self and a stick of purpose has sent many an ambitious man to the top of the ladder. In many instances it has taken years to accomplish the result, but in others, and especially in the great, growing Canadian West, success has been achieved in a few years by men endowed with that force of character that spells victory. It is in the west that the man with ideas, and a determination to put them into execution, finds his most receptive and appreciative field.

For this reason, Mr. W. E. Lord, Lord of Red Deer's largest and most modern store, stands out prominently in the mercantile field of the province of Alberta. Mr. Lord, now in his prime, has fought his way to the top through sheer force of energy and business brains. He is a man of untold energy and confidence in his business and the future of Red Deer.

His position on the City Council, to which seat he was elected by a large majority, is evidence of the esteem in which he is held, and his elevation to many other positions of public honor indicates how he has won his way to the forefront of public confidence during the nine years he has been closely identified with the advancement of Red Deer. His big store on Galt Avenue is an example as to what lengths this virtue finds expression.

It has been directly due to the continuation of his business ability, inculcated by Mr. Lord, the handling of the best goods at reasonable prices, and the courtesy, promptness and ability with which that goods are handled, that the success of the W. E. Lord Company has been achieved.

The large store on Galt Avenue, of more than 10,000 square feet, this space being filled with one of the most complete stocks of merchandise in the entire province of Alberta. Mr. Lord buys for cash. Manufacturers and wholesale dealers quote him the very lowest prices because of this fact, and he gives the purchaser the benefit. Mr. Lord sells for cash.

During the years this business and



W. E. LORD

its head have been associated with the growth of Red Deer. Mr. Lord has not allowed business cares to hinder him from taking an active part in provincial as well as municipal affairs. Until the fall of 1914 he was President of the Exhibition Association, which raised the fair from the country basin to the standard of quality, placing it on record as the third largest exhibition in the province, excelled only by the fairs at Edmonton and Calgary. Mr. Lord, having come to the Canadian West eleven years ago from the Maritime Provinces, and throughout those years he has been a constant toiler for the betterment and advancement of the city and its tributary territory. His influence as a substantial member of the City Council has been for the best of the city. Progressive, enterprising, careful, whole-souled user of common sense, civic benefactor, is Mr. W. E. Lord. Being in business and being a business man, he is different as two opposites. Alderman W. E. Lord is a business man.

HAROLD J. SNELL

Jeweller and Optician, Red Deer's Leading Dealer in Gems and Watches, Graduate Optician—Progressive Business Man.



HAROLD J. SNELL

With the passing of the village to the stage occupied by the modern city comes the accompanying demand of the populace for the more refined and cultured things that enter into city life. Red Deer's discriminating populace finds a source in this respect at the completely equipped, cozy jewelry store of Harold J. Snell, one of the most progressive merchants of this progressive city.

From a small business, established about eight years ago, Mr. Snell's enterprise has shown this score ahead until it is today recognized as the most popular, up-to-date and best stocked store of its kind in the entire Red Deer district. Carrying a complete line of watches and clocks, and the latest in the most expensive, all the standard makes, a well chosen stock of rich gems, both mounted and unmounted, bracelets, pins, rings, brooches and earrings and one article of adornment so dear to the heart of the wife, mother or sweetheart, Harold J. Snell has won a position of lasting prominence in Red Deer.

The interior of the store is sufficient demonstration of the fitness of Mr. Snell and his associates for answering the wants of the exacting patron by supplying jewelry of real worth. Cut gems, hand-painted enamelware, precious stones, watches, and the delicate articles are kept under glass to prevent damage by dampness or dust. The things of the store are so beautifully displayed in the hardwood, whole impressing the visitor with its air of dignity and refinement.

During the years he has been a potent factor in the growth and advancement of Red Deer, he has shouldered his share of the civic burden, rolled up his sleeve and aided incessantly for the betterment of the commonwealth and has demonstrated his qualifications as a progressive, enterprising business man.

THE BEST FURNITURE CO., LTD.

Wholesale and Retail Dealers in Everything For the Home.

It has been well said that upon the home rests the future of the city and nation. It has been further truthfully declared that upon the home of comfort, the home furnished in such a manner as to retain the respect and adoration of the growing son and daughter, depends, in great measure, the solution of the social and civic problems of the future.

It has been but a few years since Red Deer was but a village trading post. During those days of partial privation the settlers were content to exist with what home accommodations and comforts were available.

When Mr. Best established the store that is today the greatest furniture store of Red Deer, more than nine years ago, he laid the foundation for the institution that is today answering the call of these leading people for the best in the furniture, crockery and other home-equipment lines. Today the Best Furniture Company is capable of furnishing the home complete, from cellar to garret, ready for the occupancy of the husband and wife. Materials that enter into the construction of a furniture, handled by this company are tested and proven at the factory. Only the best is handled by Best. Whether it be a simple, sturdy, window shades and draperies, crockery, pianos, picture frames, or stoves, the stock of the Best Furniture Co. will be found to contain the article de luxe.

The building occupied by the company was especially constructed for the use of its customers, and because of the convenience arranged,



GEORGE H. BEST

the display of furniture and other items handled by The Best Furniture Company is made possible in its highest phase. It has been through this system of handling only goods of superiority and quality, dispensing them in a courteous, painstaking manner, and the determination to satisfy the patron at any cost, that The Best Furniture has risen to prominence in Red Deer and the tributary territory. The Red Deer store is under the direct management of Mr. George H. Best, one of the prominent business men of the city, an active member of the Board of Trade, a progressive, consistent toiler for a Greater Red Deer, and an asset of importance to this thrifty community.

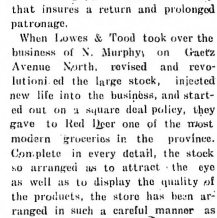


THOMAS LOWES

Purity and cleanliness in all things, whether it be in food, drink, amusements, environment or any other factor that enters into the daily life of the modern day resident, has come to be the demand of the present century, the discriminating public insisting upon proper sanitation, and the enforcement of strict rules governing the preparation and dispensing of pure foods and beverages. The day of the careless purveyor of food products has passed, and in his place

LOWES & TODD

Successors to N. Murphy, Whose Grocery Stock is the Most Complete and Modern in Red Deer.



H. J. TODD

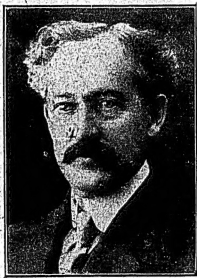
has come the modern grocery, equipped in the most up-to-date manner and presided over by men of experience whose ambition is to satisfy the exacting patron with the nicety that insures a return and prolonged patronage.

When Lowes & Todd took over the business of N. Murphy on Galt Avenue North, they entered with the intention of the large stock, injected new life into the business, and started out on a square deal policy, they gave to Red Deer one of the most modern groceries in the province. Complete in every detail, the stock so arranged as to attract the eye as well as to display the quality of the products, the store has been arranged in such a careful manner as to make purchasing a pleasure. Under the guidance of Messrs. Lowes and Todd the business has increased at a healthy pace until today it is the largest, exclusive grocery business in the city. By dispensing only the purest of goods in a courteous, obliging manner, Lowes and Todd have attracted business from all parts of the city as well as from the surrounding territory. Because of the low prices paid for better and eggs they have brought much of the farm trade to Red Deer that formerly drifted into other channels.

The assortment of all kinds of vegetables, fruits, and the hundreds of articles so necessary to the properly

E. MICHENER, M.P.P.

Red Deer Benefactor, Whose Works Have Been Responsible For Much of the City's Growth and Improvement.

**E. MICHENER, M.P.P.**

Success in a chosen line of endeavor is seldom the result of opportunism or due to the machinations of the fates, the working of luck, or the after-effect of accident. While prevailing opportunities might have a direct bearing upon the measure of success achieved, underlying the whole will be found the eminent fitness of the man or men for the result accomplished. This rule was never more vividly portrayed in the Red Deer district, or in the entire province of Alberta, than in the case of Mr. E. Michener, member of the provincial parliament for the Red Deer constituency and leader of the opposition on the floor of the house—the man who has accomplished results although a member of the minority.

When Mr. Michener cast his lot with the Red Deer region years ago, the city was in its formative stages, its swaddling clothes and the financial required by the populace kept pace with the growth of the community. The people of the prosperous, growing community demand

the hub of the rich mixed farming district. When Mr. Michener answered the election call he immediately set to work to shoulder his share of the municipal burdens, place his shoulder to the wheel and accomplish results for the city. A few years later, he still continues this work although the scope of his operations has been broadened to the province and the whole people of Alberta.

Whether it be his financial interest, fraternal orders with which he is affiliated, his religious and charitable work, municipal affairs, weighty movements affecting the welfare of the province, Mr. Michener's connection is significant of the fullest amount of energy put forth to bring about the success of that affair or institution. Energy personified, is Mr. Michener.

Before being elected to the provincial legislature six years ago, Mr. Michener served two successful terms as mayor of Red Deer and during his service to the city accomplished much that meant future improvement. His determination to fight for good roads both in the city and province was first demonstrated when mayor of the city, his activities bringing about grading of the streets and the winning of the name for the city of having the best streets of any city of its size in the province. This GOOD ROADS policy has been pursued consistently and persistently in the provincial legislature. He has gained better highways for the farmer, he has brought about improved conditions in the rural districts, taken a leading part in the protection of the funds of the people and has been a staunch supporter of the upright and straightforward movements during the six years he has been a prominent factor in legislative halls.

When Mr. Michener was elected leader of the opposition there were but three Conservative members. Through his convincing methods, his gripping speeches and foresight this number has been increased to eight, with Mr. Michener still at the helm of the good ship—Conservative.

H. H. HUMBER, JEWELLER

Red Deer's Leading Jeweller and Optician, Enterprising Citizen and Progressive Business Man.

**Interior of H. H. Humber's Jewellery Store.**

Transition of the village to the place of a city has brought to Red Deer the demand for culture and refinement required by the populace keeping pace with the growth of the community. The people of the prosperous, growing community demand

**H. H. HUMBER**

the finer things of life with the departure from the village environment. When Mr. H. H. Humber established his jewelry store, with its optical

department and other metropolitan conveniences, in Red Deer, nearly ten years ago, he gave to the growing city the demanded up-to-date jewelry establishment and through his ability to meet every want of the patron in his line his store has grown until it is now the largest of its kind in Red Deer, occupying a store room in the brick building erected by Mr. Humber on Gaetz Avenue.

In addition to the modern jewelry stock, Mr. Humber carries a line of musical instruments, including the famous Edison phonographs. As official watch inspector for the Canadian Pacific railway, having charge of the watches carried by trainmen on lines running in and out of Red Deer, Mr. Humber is recognized as a capable watchmaker. His watch repair department is one of the most complete in the city, an expert having direct charge of all work.

One of the most interesting departments of the Humber store is that devoted to the optical work. A qualified graduate of the Chicago Ophthalmic College, and a close student of his profession, Mr. Humber is eminently fitted to attend to the eyes of the Red Deer and its surrounding people. His equipment includes all the latest and most modern testing apparatus, assuring the patron of accuracy of work and complete satisfaction.

J. C. BRAZIER

The Red Deer Novelty Man—Complete Stock of China, Fancy Leather Goods, Souvenirs and Novelties.

First impressions of a city gained by the visitor or the intending investor linger long in their memories, and are frequently the deciding feature as to whether they will remain and share the advantages of the district or cast about for more desirable locations. These impressions are the ones sent to the hankels, and often play a part in inducing those left behind to move to the city described. The visitor selects a souvenir as the remembrance of a pleasant trip, and when he returns he is a souvenir postcard, a fancy leather pillow top, carrying a Red Deer design, or any other article with a significant Red Deer token, this article carries its message to the folks left behind. Should it be an attractive likeness of an industry, a prosperous farm scene, a landscape showing the thrifty country, or other picture of busy Red Deer and her prosperous environs, the message has an individual significance.

When J. C. Brazier established his novelty store on Ross Street, he opened the eyes of the district to the opportunity they had been awaiting to

patronize an exclusive novelty store, where the finest and most appropriate of novelties and souvenirs, as well as the useful articles of dainty design so dear to the heart of the wife, mother or sister, are carried in stock.

That the people of the city and district have appreciated the efforts of Mr. Brazier to keep his stock up-to-date and complete is evidenced by the constantly growing patronage. This store is among the first visited by the traveller or visitor, taking an article to send to the loved ones left behind. Curious as well as useful novelties are carried in stock. The chinaware display is complete. These articles have been selected with rare taste, the chinaware particularly being far above the ordinary, while the price is reasonable.

Mr. Brazier has not allowed his commercial eyes to hinder him from taking an active part in all affairs of the city having municipal betterment as their ultimate object. As a member he has been successful. As an upright citizen he is a valuable factor to Red Deer.

Architect, Farmer, Pioneer Dairyman, Who Owns the British Empire's Champion Butter Cow, Rosalind, Architect, Whose Work Has Aided Red Deer's Growth.

**C. A. JULIAN SHARMAR**

The value of one's citizenship to the community is justly gauged by what that individual has given in return, and what he has accomplished for the good of the city selected as his home. Simply leading one's presence to the community does not constitute the true citizenship. Red Deer and other progressive cities of the west have been built up through the steadfast endeavor and deeds of men of the type of Mr. C. A. Julian-Sharmar, leading architect of Red Deer district, farmer, dairyman and owner of Rosalind of Old Basing, the champion Jersey cow of the British Empire.

What Mr. Julian-Sharmar has accomplished for the betterment of the Red Deer district is typical of the man. He does things on a big scale. Conservative, energetic, basing his every move on the solid foundation of mature consideration, he goes about his business in a manner that typifies the successful fruition of his efforts. Investigation, the delving after the truth, the probing, beneath the surface seeking for fact, and then the action backed by a dynamic force—that is the manner Mr. Julian-Sharmar does business and conducts his affairs.

Endowed with a thorough education along architectural lines in England and in Europe, Mr. Julian-Sharmar harkened to the election call of the Canadian West thirteen years ago, coming direct to the region determined to seek out a home in a rich region which provided facilities for advancement and the natural advantages required. After an extended walking tour, in which he covered a considerable portion of Alberta's territory, he elected Red Deer as the logical location in which to bring about the realization of his

dreams—an ideal dairy farm stocked with pure bred animals. His hopes have been realized, and the Jersey herd on his beautiful farm east of the city, is the pride of the province, the herd now numbering about 50 head—every cow a tested, well fed, superior animal. Especial care is taken in the testing of each cow of the herd, the cow falling below the required mark being disposed of. Mr. Julian-Sharmar insisting that the herd be kept up to the top notch of perfection. Cream from this famous herd is shipped to Calgary, where the highest market price is received, the cream being of such a superior quality.

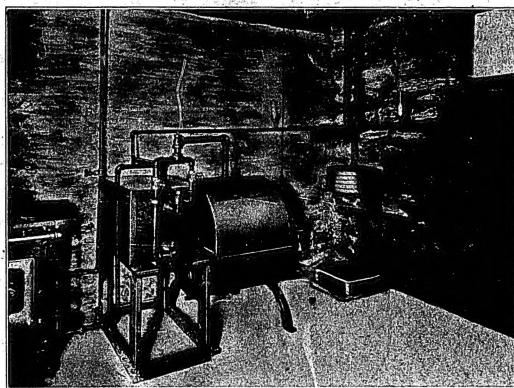
Mr. Julian-Sharmar is also a lover of draft horses, with which his farm is well stocked. These animals, like the Jerseys, are given the best of

feed and care, and kept up to the highest mark of perfection. The draft teams when in foal are cared for in a manner that insures the best of colts. A single visit to this enterprising farmer's dairy farm suffices to convince the most skeptical of the excellence of the Red Deer district for dairying and mixed farming purposes. The farm equipment installed by Mr. Julian-Sharmar is of the most modern, the sanitary barns, cleanliness and carefulness of the employees, and every immaculate department offering more testimony of the sanitary, scientific, straightforward manner in which the farm is conducted by Mr. Julian-Sharmar.

In addition to his dairy farm, Mr. Julian-Sharmar continues his architectural work in the Red Deer district, the profession in which he was trained in Old England and on the continent. Many of the larger structures of the city have been planned by him, also a number of the beautiful residences in the city and country bear the stamp of the expert hand of this efficient architect. His latest and perhaps one of the biggest achievements has been the perfecting of the plans for the proposed post office building of Red Deer, and among the larger Red Deer public buildings which he has completed are the Merchants Bank, the Academy, and the Alberta Ladies College. Mr. Julian-Sharmar is a striking example of the progressive, enterprising, prosperous, far-sighted citizen, whose works have accomplished much to bring about the transformation of Red Deer from the hamlet to the thriving city. He has advertised Red Deer's advantages and directed world wide attention to Alberta through his personal works and achievements.

THE NU-LITE GAS COMPANY

Red Deer Manufacturing Company, Handling Patent, Promise to Revolutionize Lighting System.

**Equipment of the Simple Nu-Lite Process.**

Labor and dollar saving devices, travelling apace with higher civilization, and the growth and development of the region, are daily storing aside old time systems requiring added expense, aggravating expense, loss of time and patience and at the same time holding forth dangerous risks to the user. One of the latest modern inventions, which has been secured for Northern Alberta by the Nu-Lite Gas Company, composed of enterprising Red Deer men, is the Pacific gas machine, an apparatus transforming gasoline to gas by a new process which eliminates the old bogy—expensive—and, by the use of incandescent burners, gives a steady strong light for use in the home, the store, office or on the farm.

Manufacturing rights for this invention have been sold by the owner of Canadian patents, D. N. Williams, of Vancouver, to N. F. Clifford, Frank Hawkins and Fred Lund of this city, their territory being the entire northern portion of Alberta north of Olds. Plans are already under way for the extensive manufacture of the lighting equipment, and arrangements have been made for demonstrating its virtues throughout this district.

This dollar-saving, light-saving machine is made up of two parts, the blower and carburetor, connected by a pipe. The carburetor has seven pans containing gasoline, space above being for fresh air. The gas is generated by air passing through each of the pans of gasoline, the air being forced by an automatic cylinder

worked by an iron weight. The cost of installation is slight, and the amount saved in the lighting bill more than makes up for the outlay in a short time.

Men at the head of this company are well known throughout the city and the region have cast aside the business men and straightforward citizens. All have been in business in Red Deer for a number of years, Mr. Lund being a successful real estate and insurance dealer. That they will succeed, and that the residents of northern Alberta will save fortunes in their light bills during the coming years by using this invention, is assured. The light is being demonstrated in quarters adjoining the Northern Creamery on Ross Street, Fred Lund having charge of the work.

THE RED DEER STEAM LAUNDRY

Modern Plant, Owned by J. A. Speight, Which is a Credit to Red Deer's Industrial District.

Modern science and invention, through the perfecting of up-to-date labor-saving machinery, has lifted the "Blue Monday" burden from the shoulders of the housewife, has eliminated much of the possibilities of spreading of disease through foul laundering, and has enabled the transformation of the cheerless home to the comfortable nest presided over by the attractive helpmate, formerly ground down by drudgery.

When Red Deer was given the mod-

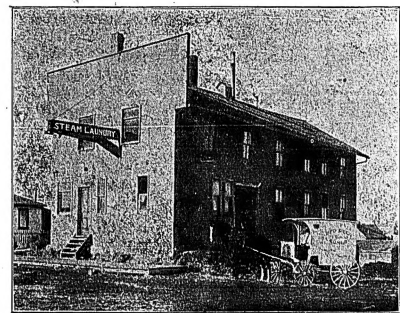
ern laundry, which today stands as a credit to the city by Mr. J. A. Speight, a new era was marked for the housewife, for the physician, the hotel owner and guest, and in fact everyone who pays particular attention to clean linen and the following of sanitary principles. The advent of this sanitary plant into the life of the city marked the elimination of the filthy manner in which clothing and linens are handled by the Oriental wash house. The stench of put-

rid waters, used time and time again by these Chinese aliens, who depend upon Canadians for their bowl of rice and pipe of drugs, has been wiped out, and instead of the article becoming more unclean with every washing by the Oriental, it is now returned sweet, wholesome, and in good form to the Red Deer Steam Laundry.

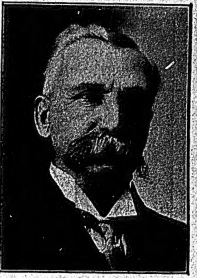
The plant is equipped with the latest labor-saving and garment-saving machinery. Especial care is taken with delicate fabrics requiring individual attention. The wear and tear of the washboard is eliminated. The delicate and discriminating patron, who is a stickler for cleanliness and purity, is being daily satisfied.

White employees, who have been trained in the handling of linens and cloth in large plants, are alone employed by Mr. Speight. The work turned out is carefully inspected before being delivered, and as a result of the extreme care taken in laundering every article, the scope of the business of the Red Deer Steam Laundry is gradually being extended to many of the smaller communities in the Red Deer region. Shipments are regularly made to many of these communities that have not the advantage of the steam processes employed in the modern plant of Mr. Speight.

Business cases of this enterprising business man have not been allowed to hinder him from taking a keen interest in affairs relating to the welfare of the city. His citizenship and his up-to-date plant are a credit to this progressive city.

**The Red Deer Steam Laundry.****THE SMITH LAND COMPANY**

Realty Concern, Headed by George W. Smith and R. L. Gaetz, Which Has Brought Many Settlers to Red Deer.

**GEORGE W. SMITH**

Actual worth of a business man to the community in which he resides is gauged by what he has accomplished for the betterment of that community, what he has achieved through sound business policies for the advancement of the cause of the tributary territory and his moral weight among his fellowmen.

Red Deer has been peculiarly fortunate in having among her leading citizens men of the type of Alderman George W. Smith and R. L. Gaetz, of the Smith Land Company, and owners of the Smith & Gaetz block and hardware business, men whose works are gauged by their works, and their works are multitude.

During the years these men have been closely identified with the growth and advancement of Red Deer they have been directly instrumental in bringing hundreds of settlers to the district. They have backed business enterprises of merit that are today leaders in Red Deer. They have improved their properties and are today operating a large cattle ranch of 500 acres, all under cultivation, near the city.

Alderman George W. Smith is the man at the helm of the real estate branch of the Smith & Gaetz company, and it has been due to his tireless efforts that the business has grown to its present proportions. An expert real estate judge, an efficient cattle and stock breeder, Mr. Smith has caused values of Smith & Gaetz properties to rise, as well as enhancing the values of holdings of the entire district. During the 30 years he has been in the Red Deer district Mr. Smith has gained an exceptional knowledge of existing conditions. When the Smith Land Company placed Red Deer West on the market, a subdivision of rare value was thrown open to the investor, and the region has now dotted with comfortable homes. Several lots are yet for sale in this desirable residential district. Rosedale, another beauty spot in Red Deer's residential district, was placed on the market by the Smith Land Company.

When George W. Smith was elected to the Aldermanic Board of Red Deer, the people of the city selected a man of proven worth, a citizen endowed with rare business judgment and a progressive business man who has demonstrated his fitness for the position scores of times. He is a staunch worker for the greater Red Deer, a stalwart supporter of the wholesome and upright, an enterprising citizen and, in fact, a provincial asset.

JACK FULTON, The Men's Man

Enterprising Clothier, Whose Business Has Grown Because of the Merit of the Goods.

**Interior of Jack Fulton's Men's Store.**

Transition of the city of Red Deer from the hamlet stage to its place of the future metropolis has brought in its wake the changes of modes and manners, particularly the manner of dressing, that characterizes the thriving, progressive city. The shoddy garments of the past aside, the homespun has been discarded for the more satisfactory and better wearing clothing of the custom

When Jack Fulton established the men's store, of which he is still the proprietor, Red Deer was given an indication of what the citizens who take particular pride in their dress are justly boastful. When Jack Fulton laid down the rules that today form the foundation of the success of his business he selected them wisely. He insisted on the straightforward policy being carried out. He

demanding that his employees and assistants should follow the "quality" and "service" standard. That Jack Fulton leads today is because of the insistent and consistent, persistent and relentless following of these mottoes and maxims.

Red Deer's men who care, patronize Jack Fulton. Whether it be a collar, a tie, a cravat, a pair of dressy comfortable shoes, a suit of clothes, a hat—any article that is required to dress the man from his head to his heels—it will be found in Jack Fulton's stock. Quality has been the one big thing upon which the success of the Fulton store has been based. The satisfied patron loudly voices the praise of the Fulton manner of doing business. Located on Gaetz Avenue, in the heart of the business district, the Fulton store is the Mecca for the patronage of the district.

E. G. JOHNS & CO.

Furniture, Enterprising Dealer, Whose Stock is One of the Most Complete in the Red Deer District.

Development and advancement of Red Deer during the remarkable few years which have just passed has been made possible through the work of her business men and the establishing of market places of prominence, carrying good goods and equipped with that something that attracts and holds the patronage of the settler.

Three years ago, when Mr. E. G. Johns opened the modern furniture store which today bears his name, he gave to the people of the city and surrounding district one of the most complete stocks of its kind in the region. After installing a stock, not as large as those of a metropolis, but made up of many different branches and designs, giving the purchaser the privilege of a large selection, Mr. Johns put his personality and energy behind the business and pushed it to its present prominent position in Red Deer. As a candidate for Aldermanic honors this year, Mr. Johns is assured of success.

Whether it be beds, chairs, couches, or anything else that enters into the making of the comfortable home of the modern day, it will be found in the stock carried by E. G. Johns & Co., and when found there the patron is assured that the article is superior, that it is the best the market affords. This firm have made a specialty of linoleums and carpet, and carry an exceptionally large stock.

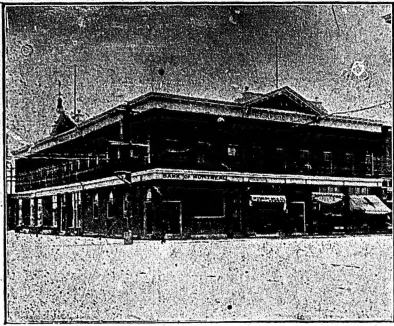
During the years Mr. Johns has been in the furniture business he

**E. G. JOHNS**

been identified with the growth of the city he has become recognized as one of the substantial business men of the region. He takes a keen interest in fraternal, as well as municipal affairs, and is a staunch supporter of upright movements intended for the betterment of his chosen city.

THE BANK OF MONTREAL

Canada's Oldest and Most Respected Financial Institution, Operating a Branch to Aid Red Deer's Development.



The Bank of Montreal, Michener Block.

Professional ethics, theoretically preached, are in fact, the backbone of financial solidity from advertising their business abilities. The banking institution of the present day depends upon business coming into its channels because of its inherent ability to handle that business to the complete satisfaction of the patron, the patron's interests being protected by the assets of the men who stand at the head of the concern. Yet, when the layman considers the remarkable development of the Canadian West, which, in a great measure, has been brought about through the activity of banking institutions of the solidity, enterprise and progressiveness of the Bank of Montreal, mention of laudatory nature is demanded.

When the Bank of Montreal, Canada's greatest and best known financial institution, established the branch in Red Deer about three years ago, this city gained an asset which has more than demonstrated its ability to keep pace with the growth and advancement of the community. Backed by the millions and the men who through years have been and are today the stalwart financiers of the Dominion and the Mother Country, the Bank of Montreal as a Dominion bank and as a logical institution has made remarkable progress.

ANNUAL STATEMENT OF BANK OF MONTREAL.

The annual statement of the Bank of Montreal for the year ended October 31, 1914, shows the following salient facts, with the details omitted. This convincing statement may be secured in full and complete detail from Manager W. J. Rapsey, at the Red Deer Branch, or at other branches.

LIABILITIES	
Capital stock	\$ 10,000,000
Reserve	16,000,000
Balance of profits carried forward	1,232,099.42
Notes in circulation, deposits and interest, deposits in other banks, balances due in Canada, and bills payable with other liabilities, complete a total of	\$250,481,663.25

ASSETS	
Loans, deposits, realty, bank premises, notes, gold and other assets	\$250,481,663.25

PROFIT AND LOSS ACCOUNT	
Balance of profit and loss account, 31st October, 1913	\$ 1046,217.89
Profits for year ending 31st October, 1914, after deducting management charges and provision for doubtful debts	\$ 2496,451.62
Dividends, \$100,000 to patriotic fund and provision for bank premises	\$ 2,310,000.00
Balance of profit and loss carried forward	\$ 1,232,099.42

This splendid statement has been issued over the signatures of President H. V. Meredith and General Manager Frederick Williams-Taylor, and is vouched for by Chartered Accountants George Hyde, J. Maxtone Graham and James Hutcheson as auditors.

THE STANDARD DRUG CO.

Enterprising Concern Handling Products of Purity, Catering to the Discriminating Trade

This business is the oldest established one in Central Alberta, and occupies next quarters in the new Michener Block on Gaetz Avenue, next to the Bank of Montreal.

The premises are well lighted and furnished with neat fixtures and cases, which harmonize with the buff walls and cork floor covering. The front is finished with oxidized copper frames, and the double windows divided by a sloping entrance of tile.

The firm carries a heavy stock of chemicals and preparations necessary for their extensive prescription business, as well as a complete line of Nylal's and Na-Dru-Co family remedies, patent medicines, physicians' supplies, veterinary goods, stationery, magazines, photo goods, cigars, chocolates, and all the toilet articles which make up a completely equipped modern drug store.

The manager, Mr. Edmund Williams, is a graduate of Ontario College of Pharmacy, and holds a special diploma in chemistry, and has had an extensive experience in prescription work and store management.

agencies in both Eastern and Western Canada.

The aim of the Standard Drug Company is to furnish a prompt efficient service in all branches, keep a complete stock of all up-to-date minute merchandise for the public's convenience, and to supply all goods at fair and consistent prices.

They are making an interesting competition for December, giving free to the customer holding the most premium coupons a \$75 Columbia Graphophone, \$22 Anson Post Card Camera and \$4 Swan Fountain Pen, in which great interest is being manifested, as every customer gets a coupon equivalent in value to his purchase.

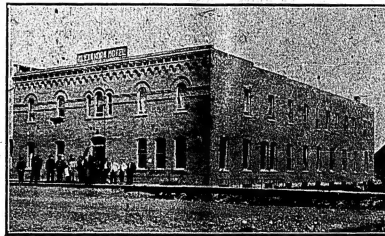
Their Christmas goods are now in, and comprise many useful and inexpensive gifts. In view of the financial situation, the prices on these goods have been made reasonably low to permit everybody finding a suitable gift at less than the usual holiday prices.

Satisfaction in every transaction is the slogan of this popular store.

THE ALEXANDRA HOTEL

Krause Brothers Modern Hostelry, Permeated by the Air of Comfort, Hospitality, Good Fellowship The Home For the Man Away From Home.

Reputation of a city of the importance of Red Deer is often established by the character of its hotels, which serve as a business index to its institutions and civic life. A modern hotel, embodying all the comforts and luxuries of the times, at once stamps the city as being the abode of persons accustomed to the nicer things of life, and whether or not other business or commercial propositions and institutions have been brought up to the same degree of completeness, it has the effect of stimulating a desire for emulation.



The Alexandra Hotel, Krause Bros. Proprietors.

When Mr. Krause, pioneer and progressive citizen, erected the Alexandra Hotel on Ross Street, only one block from the Canadian Pacific station, he determined upon the modern policy of straightforwardness in business, the insistence that the guest be satisfied at any cost, the incalculable of the idea of good fellowship both into employee, guest and visitor, and as a result the Alexandra stands as the home of comfort in Red Deer for the man away from his home and loved ones. Under the capable management of the Krause Brothers, Bruno and William, the plans of their illustrious father are being carried out, and the popularity of this homelike hostelry is daily increasing.

With the advantageous location, has placed the Alexandra Hotel in an enviable position in Red Deer.

This home of culture and refinement, with a reputation for serving the most wholesome meals, the best of wines, liquors and cigars, supplying the easiest of rooms and best of accommodation for the traveller, occupies a place of individuality in the city and district.

It has been largely due to the spot fellowship of the proprietors, the Krause Brothers, their ability to meet and satisfy the every demand of the most discriminating guest, that this institution has risen to its present prominence. The commercial traveller, whether he be planning on remaining in the city for a day or

week, secures his lodging and accommodation at the Alexandra because of the air of hospitality that pervades.

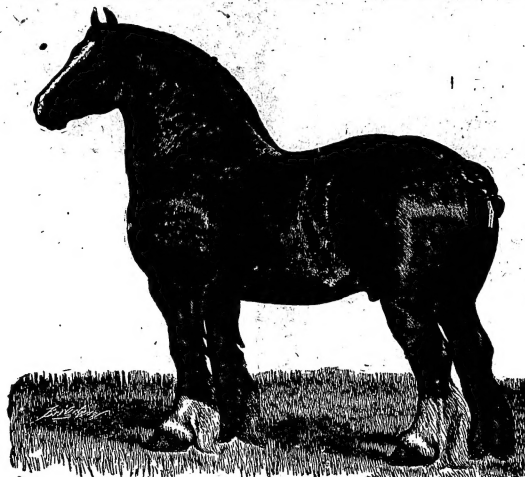
One of the most attractive features of the makeup of this popular hostelry is the wide fireplace in the parlours, where the huge logs spread the scintillating light that proves so attractive during the long winter evenings.

The dining room, provided over by trained, immaculately clad waitresses, is an attractive spot, decorated with mural oil paintings, oil paint-

ings of the hunt and chase, fitted with the best of equipment and spotlessly clean, the dining room, with its savory viands and unparalleled service, is the Mecca for guests of an exacting nature who demand that their food be properly prepared. That sameness of taste so frequently found in hotel and restaurant fare is eliminated because of every roast and food being prepared separately.

Heated by powerful furnaces and the comfortable fireplace, lighted by electricity and gas, fitted with a well stocked bar, spacious parlours, and presided over by two of the most popular hosts in the province, the Alexandra leads in Red Deer and the tributary territory.

RED DEER FARMERS' BREED BLOODED STOCK



Type of Clydesdale horse grown in the Red Deer district.

Diversified farming in the Red Deer District during years of development has culminated the purebred stock growing idea into the systems of farmers. The Indian pony and prairie cow have been displaced by heavy draft horses of favored breeds. The Clydesdale leads.

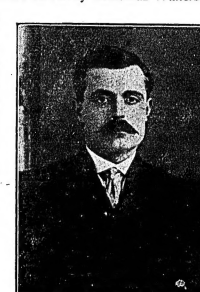
THE OLYMPIA CAFE

Popular Eating House, Where the Cleanest and Most Wholesome Foods Are Served by Courteous Waiters.

Business cares are shoved aside, tangled problems are forgotten, social affairs go by the boards, and commercial transactions wait—when the time comes for the men interested to satisfy their appetites.

The preparation of pure food, and the dispensing of viands that touch the palate of the connoisseur, has come to be an art in itself, and to the man who provides these necessities of life today, the business belongs.

When the Olympia Cafe was purchased in 1912 by Angel Leonidas, a progressive business man who has devoted years to the cafe business,



ANGEL LEONIDAS

For the man in a hurry for his luncheon or breakfast, the lunch counter is provided. Tables, covered with spotless linen and furnished with the silver and glassware that lends individuality to a cafe, cause the diner to appreciate the coziness and comfort of his surroundings.

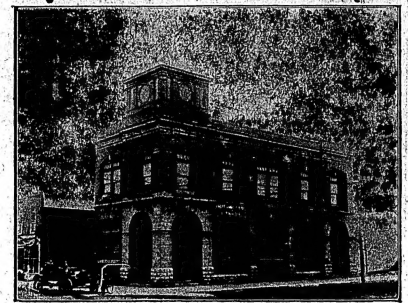
The cuisine is the best the market affords, the proprietors paying particular attention to the purchasing of only the highest class meats and vegetables, this branch of the work being looked after personally by Mr. Leonidas.

It has come to be an axiom among the discriminating people of Red Deer that when one desires a good meal, properly cooked, at reasonable prices, it will be served at the Olympia Cafe.

IMPERIAL BANK OF CANADA

W. K. WICKENS, Local Manager

Financial Institution of Solidity, Backed by Millions, and a Power in the Community



The Imperial Bank of Canada.

Development of a district of the importance of Red Deer, in the heart of the richest mixed farming and dairy region in the Canadian West, is not accomplished in a day, nor is that development brought about through the workings of opportunism. Financial aid in the rounding out of enterprises of merit has been the hinge upon which this development has swung, and it has been directly due to the co-operation of such men as the heads of the Imperial Bank of Canada with the farmer and business man that Red Deer and other cities of similar type in the Dominion have been allowed to take their place in the plans of the coming metropolis.

Built upon a solid foundation, with crops assured annually in the surrounding district, with the best of dairies pouring dollars into the Red Deer farmers' pockets, the city has slowly risen to its present prominence—but not without that financial aid extended by the conservative, careful bankers, leaders of which are the men directing the affairs of the Imperial Bank of Canada.

The Red Deer branch of this progressive institution was established during the formative days of the city, about eight years ago, and has enjoyed a steady, remunerative growth ever since. Its affairs at this time being in charge of Mr. W. K. Wickens, one of the substantial, enterprising citizens of Red Deer. During the three months he has been here his influence has been felt.

The strength of the Imperial Bank, of which the late D. R. Wickle was president and general manager, is shown in the statement that it has nearly 150 branches in the Dominion, each of these branches being located in a thriving farming community, and each helping in the advancement and development of its individual district.

Correspondents are maintained in Great Britain, France, Germany, China, the United States, and all the other leading financial powers of the world. According to its last statement the Imperial Bank's authorized capital is \$10,000,000, while the paid up capital totals more than \$7,000,000, the reserve fund being an equal amount, \$7,000,000. The fact that the total assets of the bank are more than \$76,000,000, assures the depositor ample protection. The savings bank department has proven popular; deposits of \$1 and upward being accepted as the foundation for the account. Valuable papers are protected in the vaults for customers without charge.

Residents of Red Deer recognize the part the Imperial Bank has played in its development, and have not been hesitant in reciprocating.

SMITH BROTHERS

Pioneer Real Estate Dealers and Insurance Agents, Why Have Attracted Many to Red Deer.



Scene on Smith Brothers' Farm near Egan's.

True worth of a man's citizenship to the community with which he has cast his lot is measured by what he has done for the betterment and advancement of that city and region. The verbal booster who confines his actions to words alone has never yet been responsible for the growth of a prosperous district.

When the Smith Brothers, D. S. and O. M., established the firm of Smith Brothers and Hutton more than three years ago they gave to the city of Red Deer the firm that has demonstrated its progressiveness and energy through its ability to attract and interest settlers of merit to the rich region of which this city is the hub. Mr. Hutton is no longer a member of the firm, the business being conducted along former substantial lines by the Smith Brothers.

During the years they have been in business here they have made a specialty of farm lands and inside city property. To say that they have been directly responsible for the settlement of a large district tributary to Red Deer is but a just assertion.

Through their upright manner of doing business, through their determination to satisfy the purchaser at any cost, Red Deer's farming district has been given a class of farmers' near who are today listed among the leading men in their respective communities. They frankly credit the Smith Brothers with making possible the laying of the foundation for their fortunes.

The fertile Medicine Valley, only eighteen miles west of Red Deer, where hundreds of acres have been handled by the Smith Brothers, has been largely populated through the activities of this firm. No droughts or crop failures are known in this rich region peopled with satisfied farmers. One of the most beautiful farms in the central portion of Alberta is that owned by Smith Brothers on the banks of the Medicine River. They are practicing the policies which they have been preaching to new settlers, and are demonstrating their faith in the district by turning back their profits into the soil and aiding in improving and upbuilding what will eventually be the most prosperous farming community of the province. Investments made for non-residents in this and other districts have brought big returns through the wise selection of purchases by Smith Brothers.

As wide awake dealers, progressive citizens and sound business men, the heads of this concern are known to thinking residents of Red Deer as leaders.

ROSALIND OF OLD BASING

Champion Butter Cow of the British Empire, Bred and Raised in the Red Deer district by C. A. Julian Sharman.



Rosalind, known throughout Canada and in fact, the British Empire as Red Deer's prize butter-producing cow, of any age or breed, was raised and is owned by C. A. Julian Sharman, the architect-farmer of Red Deer, the Jersey being quartered at his dairy farm, 31 miles east of the city. Rosalind is one of a blooded and tested herd of more than 50 Jerseys. Three years test, under careful supervision, show that this Red Deer cow produced 27,817 pounds of milk and 2,514.50 pounds of butter.

HOGS PRODUCE DOLLARS IN RED DEER'S TRIBUTARY TERRITORY



Climatic conditions, ideal raising opportunities, the best of range and most wholesome of natural and cultivated feed have caused the Red Deer region to become prominent as a favored hog growing district. Hogs thrive on the alfalfa and barley and bring top prices on Calgary, Edmonton, Winnipeg, Chicago and Seattle markets.

McLEAN BROS.

RED DEER

DONATION SALE

Under the management of the

Daughters of The Empire

For One Day Only

FRIDAY DECEMBER FOURTH

When TEN PER CENT of the CASH SALES will be donated to the

RED CROSS FUND

TEA WILL BE SERVED on the second Floor under the management of Mrs. Simpson.

MANAGERS FOR THE DAY:

Financial Manager: Mrs. G. W. Greene; General Superintendent: Mrs. Hacking.

Department Managers: Madame Quigg, Mrs. McLennan, Mrs. Rapsey, Mrs. Cunningham, Mrs. Forrester, Mrs. Eline, Mrs. Day, Mrs. A. T. Stephenson and Mrs. Parke

RED CROSS SPECIALS

Some Extraordinary Bargains. Don't Overlook them!!

Ladies' Shoes \$2.95

Gunmetal bole, laced or buttoned, Cuban heel, round-toe. A smart dressy shoe. Reg. 5.00 for 2.95.

Ladies' House Slippers 99c.

One strap, chocolate color, low heel, a very comfortable last. Reg. 3.50 for 99c.

Ladies' Oxfords 99c.

Chocolate color, laced, medium heel. A very neat oxford. Reg. 3.50 for 99c.

Fancy Linens for Xmas,

10c. to 4.00

Just received a line of Travellers Samples, including, D'Oyley centre pieces, Five O'clock Tea Table Covers, Tray Covers, Dresser and Buffet runners, etc. in Batenbury, Teneriff and Swiss embroidery. These are beautiful goods and ideal Xmas presents and we are selling them at wholesale prices. From 10c. to \$4. Be sure to see them before they are all gone.

Ladies' Handkerchiefs

5c. to 1.25

We have secured an entire range of Travellers Samples in Linen Mull and Swiss Cambric. All embroidered and as dainty as can be. The prices range from 10c. to 2.50 and we are selling them at 5c. to 1.25.

Ladies' Sweaters at 75c. to 3.00

Some more Travellers Samples to be cleared out. Fancy knitted and various colors. Worth from 1.50 to 6.00 and we will sell them at 75c. to 3.00.

Fancy Ribbons 40c.

Dresden designs in Pink, Blue, Mauve, Yellow, etc. 5in. wide. Reg. 60c. for 40c.

MOIRE RIBBONS 25c.

In standard colors, 5 1/2 ins. wide Reg. 40c. for 25c.

HAIR RIBBONS 15c. yd.

All colors, 3 1/2 wide. 15c. yd.

XMAS RIBBONS 10c.

For tying parcels. Holly and Bluebell designs, printed Merry Xmas. 5 yd. bolts. 10c.

Ladies' Neckwear 25c.

Fancy collars in the new styles. Reg. 50 to \$1 for 25c.

Ladies' Mufflers 10c.

A line of Mufflers, tight fitting with Dome fastener, Pale Blue, Mauve and White. Reg. 35c. for 10c.

Ladies' Hose 25c.

Penman's Fine Cashmere Seamless, all sizes, Reg. 35c. for 25c.

Ladies' Underwear 1.00

Flat knit beautiful soft all wool Vests and Drawers, Reg. 1.60 a garment for 1.00

Flannelette 5c.

Good weight, striped in Blues, Pinks and Grays, Reg. 9c. for 5c.

Corset Covers 25c.

Fine Cambric, lace or embroidery trimming. Reg. 35c. to 50c. for 25c.

Men's Overshoes 99c.

One buckle Arctic medium weight for general wear. Reg. 1.50 for 99c.

Men's Shoes 3.65

50 pairs Box Calf and Gunmetal. Buttoned or laced. All good stock and styles. Good value at 5.50 and 6.00, a genuine snap at 3.65.

Little Gents' and Youths' Shoes 1.69

A strong school shoe, well made and finished inside, pegged soles. Reg. 2.50 for 1.69

Ladies' Shoes 3.95

Gunmetal and Box Calf, buttoned, fleece lined, water-proof sole and rubber heel, an ideal shoe for cold weather. Reg. 5.00 for 3.95

"A Print Episode"

"Crum's" best English Prints in Reds, Blues and Light Grounds.

Reg. 15c., Friday and Saturday 7 1/2c.

"This is the best yet."

Millinery 1.25, 1.95 and 3.95

Our entire stock will be divided into three prices in order to clear it out. Every hat in this season's style, smart and dressy and strictly correct. The reg. prices were 3.50 to 10.00. Prices are now 1.25, 1.95 and 3.95.

MEN'S SUITS

Some "lonelines" to clear—odd suits left from the fall selling; all new goods and new styles, in Tweeds and Worsteds of English and Scotch manufacture. Reg. 15.00, 18.00 & 20.00, and

We will sell them for \$7.90 on Friday & Saturday

Men's Jaegar Scarfs

Fine soft wool; very warm and dressy. Reg. 75c. for 45c. " 1.25 for 69c.

Men's Overcoats

A range of heavy Tweed, ulster style, good patterns and new goods.

Reg. 15.00 for 7.90

Don't wait, Men, these are great Snaps---Friday & Saturday only

McLEAN BROS.

RED DEER

F. M. HACKING, Mgr. RED DEER BRANCH.

Have You Tried Our Make of Sausages?

PHONE 41

Mr. JOHN BAILE

If you are interested in the vital question of Life Insurance, drop Mr. Baile a card for information.

P. O. BOX 314 - NORTH RED DEER

RED DEER CREAMERY. PHONE 67

Definition.
"A tip is a small sum of money you

if even in their bluest moments our Western farmers would think of leaving Canada for the far away fields

in fact of every other populous centre in Canada. It thus becomes fairly clear that a reasonable policy of encouragement for manufacturing in-

HEWSON & SONS

JAMMED TO THE DOORS

T. A. GAETZ GIGANTIC UNLOADING SALE THE TALK OF THE TOWN AND DISTRICT

We are sweeping everything before us. Saturday, opening day, was a record for merchandise selling. Hundreds thronged and packed the big store all day long. The big staff of clerks, and the display of goods on every hand, priced with big cut-price signs, made buying easy and a pleasure. Nothing can keep the crowds away from such alluring bargains; and as each day will see new extra specials piled on the tables, they will come again and again. The sale will grow in intensity until the grand finale, one week from Saturday.

SELLING AT A FOURTH TO A HALF LESS THAN REGULAR PRICES

BELOW COST---Men's Beaver Coats With Fur Collars

BELOW COST---Men's Sheep Coats

BELOW COST---Men's Coon and Other Fur Coats

HALF PRICE---Children's Bearskin Coats

HALF PRICE---Children's Leggings, Wool Mitts, Ruffs, Muffs, Toques, Etc.

HALF PRICE---Many lines too numerous to mention

STEP LIVELY

"Lives of great men all remind us--
Everybody gets his chance;
And, when dying, leave behind us,
Patches on our Sunday Pants."---Tom Gaetz

SUITS ON A SPREE

MEN! MEN! DON'T GO RAGGED!

Don't wear patches any longer when you can buy Suits, Odd Pants and Overcoats almost for the price of good patches. Many are now going home feeling that at last the real thing in bargains had come their way. SOX, SHIRTS, UNDERWEAR, BRACES, TIES, HATS, MITTS AND GLOVES, FUR-LINED CAPS, SWEATERS, ETC. EVERYTHING YOU WEAR AT UNLOADING SALE PRICES.

EXTRA SPECIALS FEATURED DAILY ON SALE TABLES

Owing to its being impossible to show our large quantity of Women's and Men's goods all at once, we are especially featuring different lines daily. Every morning from 10 to 12 o'clock will be found goods at almost half price, at half price, and at less than half price. If you are not there on the dot, you miss these extra specials, although everything is cut to the limit at any time during the sale. But these specials are extra inducements to shop early in the day. Below are a few:

WEDNESDAY EXTRA SPECIALS

10 to 12 a.m.

15c Flannelettes, new goods, just in, any quantity 10c per yd.
15c Potter's English Prints, a big range 10c per yd.
65c Dress Muslins, dark or light patterns 35c per yd.

FARMERS and those living away from Red Deer can, by cutting out these prices, secure them at any time during the day, owing to the impossibility of their getting in in the early mornings. But be sure and bring these prices with you:

Friday and Saturday Extra Specials

HALF PRICE---Foulard and Other Silks, 75c to \$2.00 per yard
\$1.50 Women's Flannelette Night Gowns, good at 95c
20c to 30c Curtain Muslins, with and without fringe, at 14c
65c Curtain Muslins, with or without fringe, at 35c

Grocery Extra Specials

Regular 20c Choice Red Salmon, 2 Hour Special 2 for 25c
1-2 lb. tins, Our Special Baking Powder, 2 hour Special 5c. per tin
McConochies Mixed and Onion Pickles, 2 hour Special 25c
Monkey Brand Soaps for Washing, Cleaning, Scouring 5c. cake
50c. to 75c. Chivers Celebrated Preserved Fruits, 2 hr. Special, 35c

THURSDAY EXTRA SPECIALS

10 to 12 p.m.

\$2.00 and \$2.25 Women's Romeo Felt Slippers, Leather Soles, fur bound tops, all colors, at \$1.45
All Ribbons 25c. values 15c., 20c. for 12c., 15c. for 10c.
20c. Colored Flannelettes, 2 hours only, at 12 1-2c.

Many Orders ready for Catalog Houses are being brought in which we are filling and saving our Customers Time and Money.

WHY NOT YOU?

CROCKERY!

WE ARE QUITTING CROCKERY

ON FRIDAY AND SATURDAY, we will have out everything we carry in

Dishes, cups and saucers, lamps, tumblers, bowls, jardineres, glassware, jugs, tea pots, sugars and creams, butter dishes, crockery sets, Japanese, Austrian and English chinaware.

EVERYTHING PRICED REGARDLESS OF COST

DON'T FORGET SALE STOPS SATURDAY NIGHT, DECEMBER 12TH

MEN'S UNDERWEAR

Hawson's, and Wolsey's, fine pure unshrinkable wool, combination underwear, all sizes. Regular \$4.50 to \$5.00.

Sale Price \$3.65

T. A. Gaetz

Entire Stock in Charge of "The Chicago Sales Co."

COLLARS

All our Men's White Linen Collars, now going at Only 10c. Each

ALL PRICES ON OUR BIG BILL STILL HOLD GOOD

\$40.00 Women's Astrachan Coats, the very best,---HURRY---only \$15.00

Special attention given to our mail order department.

If you require anything in our line, drop us a post card, and we will gladly send you an assortment on approval.

Harold J. Snell

JEWELLER

"The Store With the Stock"

Our watch and jewelry repairing department is one of the finest in Central Alberta.

If your watch needs repairing, mail it to us, and it will receive prompt attention.

This store is without doubt the finest exclusive jewelry store in Red Deer, and enjoys a large patronage from the city and its surrounding district. Absolute reliability is the basis of our success. Since moving into our larger store—two doors east of our old one—we have added greatly to our already large stock. We extend a very hearty invitation to you to visit our store at any time, whether you intend to buy or not. It is a pleasure to show our goods.



OUR SILVERWARE WILL OFFER DOZENS OF GIFT SUGGESTIONS

Any one of them will make a distinctive gift that will be a lifetime reminder of the giver.

Here are a few of the beautiful pieces you will see.

Cake Baskets Vases Candlesticks
Bonbon Dishes Tea Sets
Sugar and Cream Sets Chocolate Pots

—All of exquisite design, and superior quality.

Don't fail to see this collection of silverware before you purchase.

HAROLD J. SNELL'S BIG KEY CONTEST

Beautiful Grandfather Clock, Valued at \$75.00, Given Away
ABSOLUTELY FREE

OUR PROPOSITION IS THIS:

We are distributing a box of keys, one of which will open a Yale Lock in our store, hanging on a Grandfather Clock valued at \$75.00, and the holder of the right key wins the beautiful premium.

You are entitled to one key with every one dollar cash purchase, two dollar cash purchase two keys, and so on up.

The lady returning the largest number of keys on the day they are to be tried in the lock will be presented with a handsome diamond ring. The gentlemen returning the largest number of keys will receive a handsome gold watch.

The lock will be sealed and on display, so will the above premiums. You will be proud to possess them, and they cost you absolutely nothing.

We are prepared for a large season's business with a full stock of Diamonds, Watches, Cut Glass, Silverware, etc., and our goods are the highest in quality and fairest in price.

This contest is for the purpose of introducing ourselves to those who are not our regular customers, and to show our appreciation of those we have had the pleasure of serving. We will advertise the day when all keys are to be tried in the lock. Your patronage is always appreciated and will have our best attention.

Yours truly,

HAROLD J. SNELL.



Start a Set of Table Silver for the Mistress of the Household

A dozen knives and forks in any of the standard designs will be an excellent beginning, and can be matched later in tea spoons, table spoons, salad forks, butter spreaders, and so on.

Our line of silverware is distinguished for its wearing qualities and artistic merit, and is guaranteed for years of service. The prices are within the range of every buyer.



Pearl Brooch

Our selection of Pearl Jewellery is the finest we have ever had. Pretty Pearl Brooches set in 10kt and 14kt gold, very newest designs, from

\$2.50

Mesh Bags and Vanity Purses

are very fashionable just now.

You will admire the new ones we have just received from England. They are made in Silver and Electro Plate.

ASK TO SEE THEM!

We will engrave your initial on them without extra charge.



A BEAUTIFUL STERLING SILVER

Souvenir Spoon

with a view of

Alberta Ladies' College

St. Josephs Convent

Public School

Municipal Offices

Bridge Across the River.

Scene at Sylvan Lake

Packed in a nice box with greeting card, would make the very best gift to send to your friends.

For sale only by us.

\$1.50



A SCARF PIN

is always an acceptable gift for a man, it is easy to mail away, packed in a nice box with a dainty greeting card.

We have them from \$2.00 up.

IS THERE A BABY ON YOUR CHRISTMAS LIST?

Then here are a few suggestions from our stock that you will find of value in choosing the proper gift.

Sterling silver baby spoons, plain or engraved designs—undeniably "cute"—

\$1.25 up.

Lovely necklaces of petite lines for the girl-baby's dimpled throat.

\$1.00 and \$2.00

Silver cups to fit chubby hands,

\$1.25 up.

Pin sets, or napkin rings—very reasonably priced.

—and many other charming little gifts that will be sure to please mother.

We wish to announce that our Seventh Annual Opening will be held on

Saturday, December 5th, 1914

When we give a discount of 20 per cent, off all goods and you will get two keys for the Beautiful Grandfather's Clock instead of one.

Harold J. Snell

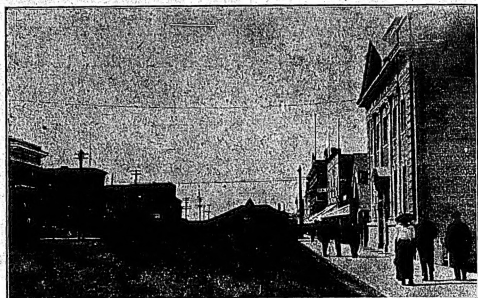
JEWELLER AND OPTICIAN

Issuer of Marriage Licenses

We Engrave Any Article Free

TRIBUTARY NATURAL RESOURCES ASSURE RED DEER'S FUTURE GREATNESS

ROSS STREET, A BUSY THOROUGHFARE



Ross Street and Gaetz Avenue, the thoroughfares forming the business district surrounding the intersection, are Red Deer's busy streets. Gaetz Avenue, running north and south, from the traffic bridge to

Looking Toward the C.P.R. Station

the Hospital, Hill, graded and beautified by cement walks, and the natural loveliness of Gaetz Park, Wasakoo Creek, improved lawns, comfortable homes, and substantial business blocks, is an ideal metropolitan

thoroughfare. Ross Street, from the C.P.R. station to Michener Hill, through the heart of the business district to the beautiful homes which grace the wooded valley and hill-sides to the east, has few equals as a business and residential district.

RED DEER FARMERS HEAR ENTHUSIASTIC REPORT OF CO-OPERATIVE CONVENTION

James Comer and James Speakman Present Salient Facts Brought Out at Provincial Gathering at Calgary—Urge Greater Interest in Local Elevator—Mourn Demise of President W. J. Tregillus.

At a meeting of the Farmers Co-operative Association held at Calgary, Alberta, on November 28th, 1914, James Comer and James Speakman presented salient facts brought out at the Provincial gathering at Calgary—Urge Greater Interest in Local Elevator—Mourn Demise of President W. J. Tregillus.

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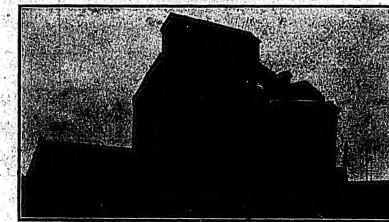
ed \$360,000, would have to be satisfied that the accounts were right. You have all received copies of the balance sheet, and there was very little discussion on this although many items, for instance, in regard to expenses would have been better for more detailed explanation. So far as a convention is not a favorable place for a close business discussion of figures. The only point discussed at some length was the item of profit for the year 1912-13. It moved that no interest or dividend be divided this year, but that the \$17,000 be put forward to next year, and the meeting unanimously carried this. It may be interesting to give the reasons for this. I regard the item as a very good result for the first year's work, but the \$17,000 are not really profit. No depreciation has been written on the elevator, more than the replacement cost of the elevator, and the repairs were kept up, but I think it is wrong. One per cent of depreciation would amount to \$5,000 and if you take the life of an elevator to be about 25 years, you would have to write off about 4 per cent of the cost of the elevator, or \$10,000. It was fair to do that, because these are not current business expenses, which should come out of the year's business; they are capital expenses which should be spread over a number of years, but it is clear that the profit and loss account for the year, especially as this new year may be a very difficult year on account of the war. I may as well say, in closing, my remarks on the balance sheet, that the directors seem to me to be running on too small a margin of profit, but of course the directors are to be commended for their enterprise. It is likely to be the most expensive and the least profitable one.

When the old business was finished Mr. Tregillus moved a new by-law, containing the principle that with the election of the President and Secretary, no director should accept the office of President or Secretary. There were a number of other matters, but I have not time to go into them. I have heard of two interesting discussions. One was on the question of whether the shareholders, the members of the U.F.A. and the general public should be charged the same prices for the supplies sold through the co-operative department. The discussion was very long, and I must say, rather confused, so that I don't definitely remember what was the conclusion. It was generally felt that it was an advantage to the company to sell at all who wanted to buy, as to handle large quantities, but I think the meeting concluded to put shareholders and non-shareholders on a par. There were a number of other matters discussed, which you will find mentioned in the minutes, but probably I have done my full share of reporting, as one of your two delegates.

I think we have good reason to be well satisfied with the past business and the future prospects of our Elevator Co., but I want to make a very serious remark in closing, that this business is going to be a very large and complicated concern, and that therefore the shareholders in each local should take a closer interest in its management, and try to gain a fuller knowledge of its affairs. We are too apt to say, because we have some good directors, whom we can trust, therefore we can leave all to them, and exercise no supervision. The sudden, unexpected death of our President shows us, how on all that can be changed. It is

ALBERTA FARMERS' CO-OPERATIVE ELEVATOR COMPANY

Red Deer's Only Elevator Company, Owned by Farmers of Alberta, and Operated for the Benefit of the Tillers.



Farmers' Elevator at Red Deer

Cooperation among the thrifty farmers of Alberta has been the keynote of their success during the last several years, during which time the "rough spots" have been smoothed out and the soil tiller has passed through the hardships of the pioneer days to the advantages of the present century. When the farmers of the province decided upon forming their own elevator company, they separated themselves from the grasp of the elevator "octopus," to which combine they were annually paying tribute, they laid the foundation for an era of prosperity among the agriculturists of Alberta. When the government offered to aid this enterprise, its success was further assured. Red Deer is one of the fortunate centres boasting of a farmers' elevator. When the farmers purchased the elevator of the Alberta Pacific Elevator Company of Calgary, and turned the trust elevator into a co-operative business, the first step in this district was taken. This elevator has a capacity of 45,000 bushels, and during the last several months has been doing a record business. Manager Campbell being rushed constantly to handle the increasing business.

Grain purchased by this elevator is shipped to the most advantageous markets, where the highest prices are paid, and as a result the grain grower receives the benefit of the direct profit, without dividing the amount with the middle man and the grasping hand of the elevator. It has been through the steadfast endeavor of the farmers co-operating with the late president of the company, Mr. William J. Tregillus, of Calgary, that this result has been achieved. In connection with the Red Deer elevator there is a shop and feed business, the farmer being enabled to secure these necessities at the lowest cost.

Manager M. L. Campbell, who is in charge of the business at Red Deer, is one of the best known grain experts in the district. His years of experience in grain buying and growing has eminently fitted him for the responsible position he holds with the farmers' company. That success will be achieved, and that the farmers will be wonderfully benefited through the operation of this elevator system, the co-operation of the Liberal Government, and the "pull-together" plan of all Alberta ranchers, is now more than assured.

of vital importance to our lasting success that we should take an intelligent interest in the business of our company. As shareholders we are all partners. On the last clause of the report quite a prolonged discussion took place as to how far U.F.A. members should be asked to support the organization when, for the time, they could get better prices elsewhere. It was acknowledged that the Co-Op. kept up the level of prices, even if it was beaten out at times owing to special circumstances. The meeting will see if a Co-Op. warehouse should be procured for Penhold.

Ashamed to Have Facts Known

Liberal Press Seeking to Conceal Its Party's Actions.

"Canada and Australia started off together, on the same day, to create navies of their own. Owing to a change of Government in 1911, Canada abandoned her plans, Australia kept on and made a navy, which, although still small, is mighty and the future prospects of our Elevator Co., but I want to make a very serious remark in closing, that this business is going to be a very large and complicated concern, and that therefore the shareholders in each local should take a closer interest in its management, and try to gain a fuller knowledge of its affairs. We are too apt to say, because we have some good directors, whom we can trust, therefore we can leave all to them, and exercise no supervision. The sudden, unexpected death of our President shows us, how on all that can be changed. It is

gun work on the battle cruiser Australia, and New Zealand had got busy on the battle cruiser New Zealand, and Canada had done nothing. In October, 1910, New Zealand ordered three destroyers. Canada had done nothing. In December, 1910, two destroyers reached Australia. Canada had done nothing. In February, 1911, the construction of the light cruiser Sydney (which destroyed the Emden the other day) was begun by Australia, Canada was calling for tenders for the Laurier navy. In April, 1911, Australia began work on the light cruiser Melbourne. Canada was still calling for tenders. In July, 1911, the battle cruiser New Zealand was launched, and three destroyers for New Zealand were completed. Canada opened her tenders. In October, 1911, Australia launched the battle cruiser Australia. The Laurier Government went out of office without letting contracts. In other words, two years after the three Dominions started even, Australia had two destroyers in her harbors and a battle cruiser and two light cruisers well advanced toward completion. New Zealand had a battle cruiser launched, and three destroyers ready for action. Canada had nothing but a lot of plans and tenders, which the Laurier Government had pigeon-holed. The ship which destroyed the Emden—the cruiser Sydney—was nearly ready for launching before the Laurier Government moved a hand to carry out its scheme.

Disaster Due to Explosion in Magazine

London, November 26, 3.51 p.m.—It was officially announced here today that the British battleship Bulwark had been blown up of Sheerness. Only twelve men out of the 700 or 800 on board the Bulwark were saved.

According to the admiralty, the explosion, which resulted in the destruction of the Bulwark, is believed to have originated in her own magazine.

The announcement of the disaster to the Bulwark was made by Right Hon. Winston Spencer Churchill, first lord of the admiralty, shortly before four o'clock this afternoon.

Has Dixmude Been Retaken?

London, November 26.—The correspondent of the Daily Mail at Dunkirk, France, telegraphs that Dixmude has been retaken by the allies. He says:

"The French marines attacked the town strongly on Tuesday night and drove the Germans out of three lines of advanced trenches. On Wednesday they followed this up by entering the town in an irresistible charge."

"The enemy did not halt in their retreat until they were seven miles out of town. The marines lost 300 men."

Dropped Eleven Bombs on Airship Hanger

Paris, November 26.—Lt. S. Sippe, one of the airmen who raided Friedrichshafen, arrived here from Belfort yesterday. He told an interviewer that eleven bombs in all were thrown by the raiders, and that there could be no doubt that they were effective, since they were dropped from the aeroplanes were only a few feet above the roof.

The weather at the time was very misty, he said, this enabled him to fly very low, just high enough to clear the roof of the shed. The thick weather also prevented the Germans from seeing them until it was too late.

Voice-With-a-Smile Man Meets His Creator

One of the world's greatest humorists has gone, says an exchange. Robert J. Burdette, the Burlington Hawk-eye man, brought to millions of homes in his day a humor that never left a sting or smacked of the double entendre.

Those who knew him least thought he cracked the greatest joke of life when he advanced from the newspaper arena to the ministry, but he knew that there wasn't so much difference between a good editor and a poor clergyman, and did so well that he never felt that he had taken a step backward.

Burdette was a living testimonial of his declaration that "people are the funniest things on this side of the grave."

He laughed when others would have wept. He prepared some of his most attractive witteisms at the bedside of his invalid wife.

That was not because of the whetted mental stimulus of antagonism, but was almost wholly due to the deep affection each bore the other and the abiding faith and interest the helpless one had for her husband's lover.

"Bob" was the original "voice-with-a-smile" man and he stood as its personification of that cult from the days of red yarn cardboard mottoes in rustic frames to the time when he entered the pulpit, a few years back.

Some of his parishioners thought that if he smiled too much his congregation might not get the full benefit of his theology, or the full run for their money, or something like that. Hence the humorist put the soft pedal on the humor business, but his heart so overflowed with happiness, and his nature was so refined with the divine inspiration of the God he loved, the God he prayed with and the God he laughed with, that he could not resist at times fighting the devil with the weapons of the humorist and that of the devoted and adoring wife who preceded him to the great beyond many years ago.

We'll be willing to guess that "Bob" laughed as he never laughed before, and he must have shouted in all his boyish gleefulness that people were not the funniest things on earth but that Death was.

An Open Letter

To Professor Munsterberg, Dr. Beechard Deanburg, Count von Bernstorff, and others:

You have circulated a great deal of printed matter explaining your views on the war in all its phases. You seem particularly anxious to impress it upon us that Germany is strong in resources, that her business is going forward, that her banks have ample funds, that food and all other supplies are on hand there in great abundance. These things being so, why is Germany robbing Belgium? This little country has been stamped flat by the Kaiser's troops, trade and industry of all sorts are utterly at an end, the whole apparatus of commerce by which food and other necessities are distributed is broken up. And yet the all-powerful German army levies on these miserable and helpless victims for money, clothing, provisions—some \$500,000 per week is taken from Brussels alone. Imagine an armed man standing over a terrified group of cripples, old folks and children, and taking from them what little they have against the winter and taking it for their own use. That is what is going on in Belgium, and is not war?

Your Kaiser has a thousand times proclaimed himself as one of those whom, in Ruskin's words, the Bible is "a captain's order to be heard and obeyed at their peril." He preaches sermons and has much to say of faith and religion. And yet it is because of him that these hapless fugitives flee in pain, that nameless babies are born and die with their mothers by the side of the road. He has plunged all these people into a living hell. And then, instead of succoring them, the orders go out which mean that their want is to be made more cruel, their despair more hopeless. Is there no court chaplain to tell him what has been foretold for those who oppress the fatherless and the afflicted? This is one verse: "For the Lord will plead their cause, and spoil the soul of them that spoil them."

It matters not if your country is strong, indeed, at home. In Belgium your Germany is already lost—Collier's Weekly.

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CHRISTMAS FRUIT SPECIALS.

Corrants, 16 oz., 3 packages35c
Seeded Raisins, 16 oz., 3 pack.35c
Sultanas15c lb.
Mix Peel20c lb.
Spices, any sort, 4 tins.25c
Jap Oranges, box50c
Mixed Nuts, 2 lb. for50c
Almonds, Filberts, Brazils, Walnuts, Peanuts, Etc.
FRIDAY ONLY.
McLEAN BROS.

RED DEER'S BOY SCOUTS



The Scouts have taken a prominent part in preparations for the departure of Red Deer volunteers in both the first and second contingents going to defend the honor of the British Empire in Europe.

Practical Gifts for Men

Christmas Gifts should be practical this year.

We have fully realized this fact and all our buying for Christmas has been along these lines.

We have a very natty line of Men's Neckwear, Gloves, Neck Scarfs, Fur Caps, Sweaters, Fancy Mac-kaw Coats, Dressing Gowns, Hose Suspenders, Arm Bands, Handkerchiefs, Etc. that are very practical and acceptable gifts for men.

We invite you to choose your gifts now and we will hold them for you till you want them.

BUY NOW WHILE OUR STOCK IS COMPLETE.

W. T. COOTE Men's Outfitter

20 p.c. off Everything

except EDISON PHONOGRAPHS and RECORDS

♫ SATURDAY, December 5th. ♫

Our Annual Opening Day

Each Dollar purchase will entitle you to a Double Number on the \$75.00 Limoges China Dinner Set—WHICH WE ARE GIVING AWAY.

An excellent stock to choose from—

CUT GLASSES
Brazeelet Watches
DAINTY RINGS
BRACELETS
GENTLEMEN'S WATCHES
STERLING AND PLATED KNIVES
FORKS, SPOONS
Souvenir Spoons
SIGNET RINGS
PENDANTS and BROOCHES

H. H. HUMBER

Gaetz Ave. North. Jeweler and Optician.

SERIOUSLY
If you want to save something worth
while on Reliable Merchandise, you
should
Go to Lord's

MY HEADQUARTERS
The W. E. Lord Co., Ltd.
Gaetz Avenue, Red Deer
December 1914 **SANTA CLAUS**

If you are a
MAIL ORDER CUSTOMER
Let **LORD'S** be your
Mail Order House

LORD'S
have undertaken to add \$7,000.00
to their Regular
December Sales
All Surplus Stock Prices Cut to the Core

"Empress," "Soroasis," "Smardon," "Gup-
till," "American Beauty," "Invictus," "Broad-
way," "Eclipse," "Grosch," "Boy Scout,"
"Girl Guide," are leading lines in
Lord's Shoe Department

SANTA CLAUS
TOY TICKETS
— AS USUAL —
FREE at LORD'S FREE

LORD'S
FANCY DRY GOODS
has just what you want for
MOTHER or SISTER
or even your **SWEETHEART**

A delayed shipment of
SEMI-READY SUITS
will make some noise
at LORD'S

LORD'S
GROCERY
is overflowing with Good Things for
Xmas

LORD'S STORE
is showing a very large and well selected stock of
Fancy Furs and Fur Sets
at Reduced Prices

Lord's Men's Furnishings
solves the problem of
What to give to
Father and Brother

Lord's Millinery
Stock is just **MELTING AWAY**.
It is a combination of Quality, Style and
Small Prices

"It Pays to Pay Cash"
I bought my presents at
LORD'S

LORD'S Fancy China and
Brass Goods
are selling at popular prices

The Last Word
in
LADIES' CLOTH COATS
was received at LORD'S this week
\$14.50, \$22.00

EVENING DRESSES
HOUSE DRESSES
FANCY WAISTS
SWEATER COAT SETS
VERY NICE AND VERY CHEAP
Lord's Second Floor

THERE HAS NEVER BEEN A
MISFIT IN
Lord's Made-to-Measure
Suits for Women

I won't wish you now A Merry Xmas
because
I'll see you at **"LORD'S"**
SANTA

Copyright 1914
by W. E. Lord Co.

THE PYRAMIDS OF EGYPT

Splendid Examples of How Wear and Tear of Time May Be Defied.

What the pyramid represents in the material world, our Xmas cutlery stands for in the important realm of cutlery.

Simple; beautiful;—little pyramids to defy the wear and tear of every household.

Good serviceable cutlery at fair prices.

A splendid array of Knives, Forks, Shears, Scissors, Etc. to choose from. Have us show you.

"Trade Where The Trading Is Good"

SMITH & GAETZ
The Hardware People

Just received a fresh shipment of

Dr. Hesse's Stock Food
and Poultry Tonic

Positively your money back if not satisfied.

SCHULZ THE GAETZ AVE.
HARNESS MAN

EMPRESS THEATRE

TWO NIGHTS
WEDNESDAY AND THURSDAY

DEC. 2ND AND 3RD

Simpson Hogg's

Lilliputian Opera Co.

14-PEOPLE-14

In High Class Musical Comedies.

WED.—"The Telephone Girl."

THURS.—"Said Pasha." (The Show Girl)

Pretty Girls Funny Comedians Come and Laugh

ADMISSION: 25C, 50C, 75C & \$1.00

Advance Seat Sale at Gaetz-Cornett Drug Store.

We shall have a big special in the Toy Line every Wednesday and Saturday until the end of the year.

DOLLS DOLLS DOLLS

All shapes, sizes and kinds.



The only Canadian made doll in the city and unbreakable too.

Necessities, Nick-nacks and Novelties.

You have them all at

J. C. BRAZIER The Novelty Man

LOCAL AND GENERAL

Snell's opening on Saturday, Dec. 5th.

S.O.E. meet tonight. Election of officers.

T. A. Gaetz' big sale is on. Don't miss it.

20 per cent. off all goods at Snell's on Saturday.

Arnold Ross was a visitor to Calgary last week end.

W. E. Aspey and H. E. Eastman left recently for Sydney, N.S.W.

20 per cent. off all lines at H. H. Humber's, the jeweler, on Saturday.

You will get two keys instead of one on Saturday at Snell's jewelry store.

Mrs. R. L. Gaetz will receive today (Wednesday), and not again until March next.

The Best Furniture Co. are headquarters for the Christmas shopper. See their advertisement.

J. C. Brazier will keep his store open until nine o'clock every week night during December.

Purchase your gifts from Snell's. They are packed in nice boxes, with a dainty greeting card.

Francis Matkin, Red Deer's experienced piano tuner and repairer, writes for terms, P.O. Box 359.

F. C. Law, quoted in our last week's locals, leaving for the Old Country, should have read "F. C. Hall."

Annual opening day, Saturday, 20 per cent. off everything except Edison phonographs and records.—H. H. Humber.

A large stock of Xmas dolls, toys, notions; candles, at John McVicar's, Pocket-map of Alberta. Paints and crayons.

Mrs. Donald S. Smith will receive on the second Wednesday, instead of third Thursday, of each month, as heretofore.

Ladies, a very nice Christmas gift would be the Spirella corset, which can be obtained at the parlors, 24 Ross Street West.

Unlabeled Province: The war has revived two industries. The farmer is growing the wheat, and his wife is knitting the socks.

Each dollar purchase on Saturday carries double bonus, up to \$75.00. Lirogry dinner set at H. H. Humber's, the quality jeweler.

Len Cooper, Red Deer's clothes cleaner and presser, will be pleased to meet you at his new stand on Gaetz Ave. South. Satisfaction guaranteed.

The Best Furniture Co. are offering a special 25 per cent. discount off all of dinner and toilet ware during December. A large selection to choose from.

H. G. Scott, the young lawyer of Red Deer, who recently left for a trip to Scotland, has joined the Strathcona Horse and is at Salisbury Plains, England.

Reg. Welton was chosen at Salisbury Plains to represent his Company at the Lord Mayor's procession in London, England, recently. Reg. is every inch a soldier.

Mrs. Fenton Billingshurst leaves on Friday for New Brunswick to spend the winter with her relatives. She will spend a few days with friends in North Battleford en route.

J. Buckingham leaves for England on Friday. He will sail on the S. S. Scandinavian, Friday, December 11th. Joe is going on an important mission, and if he returns in the spring, he will not be alone.

At the morning service in the Methodist Church, Sunday next, E. G. Johns will sing a solo, and at the evening service Miss Gertrude Smith and Mr. Todd will sing the duet "The Shadows of the Evening."

Jas. Mann, who has not heard from his brother Art since he left Red Deer in February last, now learns that he is with the second contingent of volunteers at Calgary, having enlisted with the Pioneer Creek Company.

R. W. Lawrence, of Evans, left on Thursday last for South Edmonton with his family. After settling them comfortably there, Mr. Lawrence will go on to the Peace River country, where he will take up his homestead duties.

R. E. Starks, a large rancher of Medicine Hat, who has been visiting his friend, J. F. Day, returned home on Saturday. Mr. Starks purchased some grain while here, and made arrangements for having a herd of stock wintered in this district.

Nazarene Church (Mission), 497 Ross Street East, W. B. Tait, Pastor. Preaching, prayer and praise Wednesday at 8 p.m. Young People's meeting on Friday at 8 p.m. Live congregational singing. A continuous revival interest in the salvation of men. All welcome.

Cliff and Roy Malcolm have made application for reinstatement to the Amateur Union, and their case will come up at the annual meeting of the middle of this month. If successful, Red Deer will be able to put a hockey team in the A.A.H.A., and will likely be grouped with Lacombe and Wetaskiwin.

The social and dance given by Mr. and Mrs. Tros. Meeres, on Friday evening last, November 27, at their residence, Clearview, in aid of the Belgian Relief Fund, was well attended, and a most enjoyable time was indulged in by those present.

The sum of \$30.00 was realized, and will be handed over to the Relief Fund. Mr. and Mrs. Meeres are to be commended for their marked sympathy in this noble work.

Bunch of keys found. Can be had at News Office.

The Best Furniture Co. do picture framing, and do it well.

Mrs. J. E. Walton will not receive on the first Friday of this month.

H. C. Donley was up to headquarters at Edmonton on Monday.

J. A. MacGregor, Superintendent of C.P.R., was in Red Deer on Friday.

Cameo rings, solid gold—real cameos—on sale Saturday, \$3.50.—H. H. Humber.

F. B. Connors, of the C.P.R. construction department, now at Montreal, was in Red Deer last week.

Another party of recruits from Edmonton passed through Red Deer en route to Lethbridge, on Monday.

Messrs. Edward Wheatney and Harry Fooks, of Brazzaville, will sail for Liverpool on S. S. Zealand on December 6.

Business on the Alberta Central Railway is very bright, say the C.R. officials, and their trains are well filled each train day.

Any ratepayers desirous of obtaining a financial report of the affairs of the city can do so by calling at the city office before Friday night.

The show cards at T. A. Gaetz' sale were done by our local artist, Harry Johnson, who must have given a lot of time to turn out such good work.

The Daughters of the Empire are serving tea at McLean Bros' store on Friday in aid of the Red Cross Fund. Everyone is invited to come in and have a cup of tea.

The sacrament of the Lord's Supper will be administered in the Methodist Church next Sunday morning at the close of the regular service. The pastor's evening subject will be "The Place of Expediency."

Horace Meeres received word from his sister in England that Rev. C. W. G. Moore had called on her and informed her of the death of his brother, W. A. G. Moore, who was an officer in a Welsh regiment. He died that we might live.

All women interested are invited to attend the annual meeting of the Women's Institute, on Saturday, December 5th, at 3 p.m., when the formation of a Consumers' League to adjust prices of household supplies, etc., will be discussed. Election of officers for 1916 will take place at this meeting, which will be held in the ladies' parlor of the Methodist Church. Members, come and cast your vote.

The parents of the children who are in the Presbyterian Sunday School are asked to co-operate with those who are training them for the Christmas tree entertainment, to be held on Tuesday evening, December 22nd. The practices for this week are held in the hall of the church on Wednesday after school hours for the primary and junior departments, and on Friday at four o'clock for the intermediate and senior departments.

BIRTHS

At Red Deer, Sunday, November 29th, to Mr. and Mrs. E. C. Nivison, a son.

HILLSDOWN.

The Union Sunday School of Valley Centre are having their Christmas tree and entertainment on Christmas eve, December 24th, in Valley Centre school house. Everybody is cordially invited to come.

FORESTER'S CHURCH PARADE.

The members of the Red Deer Lodge of the Canadian Order of Foresters paraded to St. Luke's Anglican Church on Sunday last. A fair muster of members were present, and the rector, W. H. Fanning Harris, presented a suitable sermon.

St. Andrews' Day Celebration

The Red Deer Branch of the St. Andrews' Society celebrated the anniversary of St. Andrew on Monday, November 30th. The Oddfellows' Hall was the appointed place, where members and friends to the number of two hundred mustered to enjoy a first class concert programme. Initiation of officers, and a well served lunch, followed by a dance. It was a very successful celebration, the committee being commended for their good work.

Market.

There was a very good attendance at the market Thursday last, some of the stall holders selling out very quick, the demand being good. The Calgary market prices were posted up on a board.

PRICES

Eggs, dozen	40c
Butter, lb.	30c
Chickens, drawn, lb.	20c
Chickens, plucked, each	35c
Turkeys, lb.	22½c
Hams, lb.	15c
Shoulders, lb.	15c
Sidle pork	9 to 11c
Carrots, beets, barsepils, lb.	10c
Cabbage, lb.	2c
Celery, lb.	10c
Cookies, dozen	10c
Cream, Pint	15c

LOST

Lady's gold-rimmed eye-glasses, with chain and pin attached. Finder please return to Mrs. H. G. Stone, Red Deer. Dec. 2.

FOUND

On Saturday, November 28, about 3 miles this side of Lake, lady's fur wrap. Owner can recover same by giving description and paying for this advertisement. Dec. 2.

WATCH FOUND.

A lady's small watch found on Saturday. Owner can have same by proving property and paying for ad. at the News Office. Dec. 2.

HAY WANTED

Wanted—several cars of first class upland native hay. Will hold orders open until December 12th, if not sooner filled. Full particulars at our office, Ross Street, or Phone No. 69 and 132.

LATIMER & BOTTERILL

Dec. 2. Red Deer.

TO RENT.

Furnished house to rent, fully modern. Can have possession December 15th or sooner and paying for application. Apply to 339, Second Ave. N.E., or Box 234. Dec. 2, 2w1.

MEETING L.I.D. 339.

A meeting of the Council of Local Improvement District 339 will be held in the Oddfellows' Hall on Saturday, December 5th, 1914, at one o'clock p.m.

By order of the Chairman, W. P. CODE, Sec'y-Treas. L.I.D. 339. Dec. 2.

NOTICE

NOTICE is hereby given that the annual meeting of the members of the Red Deer Horticultural Society will be held in the City Hall, Red Deer, on Monday, December 14th, 1914, at the hour of eight o'clock in the evening, to receive the director's report, financial statements, to appoint new directors, and to transact any other business which may properly be done at such meeting. By order of the Board, A. W. G. ALLEN, Sec'y-Treas. Red Deer, Nov. 28th, 1914, 2w.

NORTH RED DEER.

The annual meeting of the citizens of North Red Deer will be held on Thursday, December 3rd, at eight o'clock, in the North Red Deer Public School. This alteration is made so as to enable the ratepayers of both communities to attend their respective meetings. It is to be hoped the ratepayers will take advantage of this, and not neglect their public affairs. P. E. KENT, Reeve. Dec. 2.

CITY OF RED DEER



ANNUAL MEETING.

The annual meeting of the ratepayers of the city of Red Deer, for the consideration of the reports of the Mayor and Secretary-Treasurer, and for any other business appertaining to the annual meeting, will be held at the City Hall, on FRIDAY, DECEMBER 4th, at 8 o'clock p.m.

All the ratepayers are invited to attend. S. N. Carscallen, A. T. Stephenson, Mayor Secretary-Treasurer

What shall I buy for Xmas?

Let us make some suggestions.

CASSEROLES are the most useful.

CUTLERY and CARVERS are always acceptable.

SKATES please the boy and girl.

NICKEL PLATED WARE, such as Tea Pots, Toast Racks, Crumb Trays, Tea Kettles, Etc. make useful Gifts.

SAFETY RAZORS, if you buy an Auto Strop and mail our receipt to the company they will send free of charge one Auto Strop Razor (same as you bought) to any of His Majesty's Soldiers or Sailors.

Make your selection early.

Best Value and Best Service for your money at

The Day Hardware Co.

PHONE 76

GAETZ AVE. S.

GIFT GOODS

Our Christmas Goods are now in and open for your selection.

Scissor Sets Toilet Sets
Ladies' Companion Sets
Perfume Packages Toilet Waters

Shaving Mirror Leathers Wallet
Smoking Sets Cigars-10 in a box.
New Novels, Authors in leather binding.

Writing Material.

Games and Story Books for Boys and Girls

Premium Coupons with every purchase in the \$100 Gift Competition.

STANDARD DRUG CO.

"The Prescription Drug Store"

PHONE 49

Manager's Res. 220

Men Who Care
What They Wear

BUY THEIR CLOTHING HERE.

YOUR OPPORTUNITY

A Delayed Shipment of SEMI-READY SUITS Going at About Half

Because of late delivery, we have secured a good concession, in the prices, enabling us to offer 58 suits, worth regularly 18.00, 20.00, 25.00

For \$12.50

35 suits, sizes 34 to 40, worth regularly 10.00, 12.50, 15.00,

For \$8.50

This is Without Exception the Greatest Clothing Sale we have ever put on

These Semi-Ready Suits are made for "Men who care what they Wear"

THE W. E. LORD CO., LIMITED

